

Closing Compass

Sales, Marketing & Customer Care



In-Class



16 hours



EGP 4,470

Course Description:

This course is designed to equip participants with the essential skills and strategies for effective in-person sales engagement. Over five modules, learners will explore the fundamentals of direct sales, from understanding its definition and benefits to mastering the sales funnel and preparation techniques.

Target Audience:

New Sales Representatives: Those new to sales who want to build a solid foundation in direct sales techniques and strategies.

Course Objectives

By the end of the course, participants will be able to:

- Understand the concept, importance, benefits, and cost implications associated with direct sales engagement.
- Learn strategies to acquire and expand a customer base through direct engagement.
- Apply effective methods for lead generation tailored to specific customer needs.
- Maintain ongoing connections with customers and consistently remind them of product value.
- Deliver exceptional service at the close of a sale to foster loyalty.

Course Outline

Module 1: Direct Sales Engagement

- Definition
- Benefits
- Cost
- Effectiveness
- Sales Call
- Retail
- FaceTime
- Meetings

Module 2: Sales Funnel

- Generate Leads
- Nurture Leads
- Acquire Customer Base
- Expand Customer Base

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Module 3: Sales Preparation

- Effective Methods to Generate Leads
- Know Your Customer
- Practice Sales Conversation
- Set Goals
- Determine Venue
- Stay on Point
- Tie the Information to Customer Values
- Refer to Past Conversations

Module 4: Engage

- Emotional Intelligence
- Allow Evaluation
- Overcome Objections
- Incentives
- A Verbal “Yes”
- Maintain Connection
- Remind Customer of Value
- Call to Action

Module 5: Sale

- It Isn't Over till It's Over
- Make the Process Easy
- Close with Exceptional Service
- Thank and Reward
- Continuity Programs
- Special Rewards
- Handwritten Cards

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

1.3 CEUs

Course Language:

English

Prerequisites:

N/A