Sales Track – Beginner Level

Sales, Marketing, and Customer Care

In-Class

40 hours

EGP 10,500

Beginner Level Description:

The beginner-level sales track provides learners with the tools needed to connect with customers, comprehend their problems, and effectively provide solutions to become great salespeople. It will take place through practical exercises and role plays. Participants will gain knowledge on how to negotiate and create persuasive sales presentations. Acquire proficiency in business writing to guarantee unambiguous correspondence with clients.

Target Audience:

Staff who have from 1 to 3 years of experience in Sales

Course Objectives:

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

- Demonstrate active listening and emotional intelligence to build client rapport and trust.
- Apply sales techniques and client management strategies to build lasting client relationships.
- Discuss different techniques of presentation and negotiation skills with effective business writing.
- Use sales metrics to track performance and set goals.

Course Outline:

Module 1: Effective Client Communication (8 hours)

- Identify Client Needs (4 hours)
  - Active listening techniques
  - Needs identification and qualification
  - Building rapport and trust
- Emotional Intelligence (4 hours)
  - Emotional intelligence (EQ)
  - Self-awareness
  - Emotion management
  - Customer emotions and trust

Module 2: Sales Process and Client Management (16 hours)

- Sales Cycle Stages (4 hours)
  - Prospecting and lead generation
  - Qualification and needs analysis
  - Positive and negative characteristics observed in sales people
  - Why do we need to have techniques in our selling cycle?
  - Matching products to client need

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- Sales technique (4 hours)
  - What is fabulous sales technique?
  - When and how to use Fabulous technique
  - Up selling and cross selling technique
  - Products Vs. Needs
  - Sales Models
  - Consultative Sales Model
  - Types of Benefits
  - FAB in relation to success
- Effective Communication and Interpersonal Skills (4 hours)
  - Verbal and non-verbal communication
  - Objection handling strategies
  - Building value propositions
  - Stress management
- Client Relationship Management (4 hours)
  - Customer service principles
  - Building long-term client relationships
  - Effective communication strategies for existing clients

Module 3: Presentations, Negotiation Skills and Business Writing (12 hours)

- Negotiation Skills (4 hours)
  - Negotiation principles in banking/organization sales
  - Techniques for win-win negotiations
  - Handling difficult negotiations and objections
  - Take it or leave it
  - Lowballing/ highballing
  - Nibbling
- Presentation Skills (4 hours)
  - Crafting compelling sales pitches for different banking products
  - Delivering effective presentations to clients
  - Storytelling techniques
- Business Writing (4 hours)
  - What is business writing?
  - 6 C's of correspondence
  - Writing styles
  - Type of audience
- Constructing Sentences and Creating Paragraphs
  - Parts of a sentence
  - Punctuation
  - Types of sentences
  - Organization method

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- Types of Business Writing
    - Writing E-mails
    - Writing business letters
    - Writing proposals
    - Writing reports

Module 4: Sales Metrics (4 hours)

Sales Metrics and Performance Tracking (4 hours)
Key performance indicators (KPIs) for sales professionals in banking/organizations
Analyzing sales data and performance metrics
Setting goals and tracking progress

Assessment Strategy

- Participation, practical exercises and role-play
- 60 % Cut of score of total grades which is “100”

Course Language

- Material: English
- Instruction and Explanation: Bilingual (EN <>AR)