



9022



In-Class



16 hours

Course Description:

This course empowers participants with the essential skills and strategies needed for successful in-person sales engagement. Through five focused modules, learners will delve into the core principles of direct sales, exploring its definition, advantages, the structure of the sales funnel, and effective preparation techniques. At the end of the course, participants will be well-equipped to engage customers confidently, drive sales results, and build a strong foundation for long-term success in their sales careers. Whether you're new to sales or a seasoned professional, this program offers practical insights and tools to elevate your in-person selling approach.

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.
- Establish ongoing connections with customers and consistently remind them of product value.
- Provide exceptional service at the close of a sale to cultivate 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

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 with Customer

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

Module 5: Close the Sales

- 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



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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 Material

Bilingual Explanation

Prerequisites:

N/A