

The Sales Pipeline Playbook

Sales, Marketing & Customer Care



9016



In-Class



16 hours

Course Description:

This comprehensive training course is designed to provide participants with the essential skills and strategies needed to succeed in today's competitive sales environment. Whether you're just starting out or looking to enhance your existing expertise, this course offers a strong foundation in core sales principles along with practical techniques you can apply immediately. By the end of the course, you'll be equipped to build stronger client relationships, boost sales performance, and achieve your business objectives. Join us to elevate your sales approach and unlock your full potential.

Target Audience:

- Sales Professionals
- Sales representatives & account managers, looking to enhance their skills and techniques.

Course Objectives:

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

- Identify key reasons behind client purchasing decisions and outline sales call stages using the AIDA formula; articulate presentation skills that build credibility and trust.
- Demonstrate vocal techniques to enhance sales communication and analyze listening barriers; demonstrate active listening to build rapport.
- Recognize questioning pitfalls and learn strategies for more effective communication.
- Analyze client expectations and differentiate between wants and needs in sales.
- Identify & interpret buying signals, analyze sales losses, & develop strategies to handle rejection positively.

Course Outline:

Module 1: What is Selling

- Reasons Why Clients Buy
- The Selling Equation
- Professional Partnering

- Hierarchy of Partnering
- The Sales Process
 - Stages of Sales Call
 - The AIDA Formula
 - Presentation Essentials
 - Believability
 - Three Essential Traits
 - The 3 CS of Trust

Module 2: The Funnel Technique

- Powerful Words for Questions
- Pitfalls in Questioning

Module 3: Communication Skills in Sales

- Using your Voice
- Giving Information
- Getting Information
- Questioning Skills
 - Open Questions
 - Probing Questions
 - Closed Questions
 - Hypothetical Questions
 - Reflective Questions
- Listening Skills
 - Why We Listen Badly
 - Active Listening
 - Characteristics of Active Listening

Module 4: Expectations, Features & Benefits

- Client Expectations
- Wants & Needs
- Features & Benefits
- Handling Objections
 - Transitions
 - Documents

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Module 5: Buying Signals & Closing

- Buying Signals
- Price in Its Place
- Closing the Sale
- Effective Closing Techniques
 - Non-verbal communication in Sales
 - Eye Contact
 - Personal Space
- Losing the Sales
 - Rejection
 - Reasons Why Sales Are Lost

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