

## SALES TRAINING

Generate a [group quote](#) today



**COURSE LENGTH: 1.0 DAYS**

A company's sales force is the frontline for revenue generation and growth, so it's imperative that your sales team is effective, efficient and has the ability to find and close sales opportunities, no matter what industry you're in.

The PD Training Sales Training course provides you, or your team, with the skills to increase their sales by asking better questions, gaining loyal repeat customers, understanding common body language, overcoming common sales objections, finding referral opportunities and growing the business with professionalism and enthusiasm and more.

This dynamic training course is available now throughout the United Kingdom including London, Birmingham, Leeds, Glasgow, Sheffield, Bradford, Edinburgh, Liverpool and Manchester.

Please click on the Public Class tab below to view our Sales Training course schedule by city or click the In-House Training tab to receive a free quote for courses delivered at your preferred location.

---

## SALES TRAINING COURSE OUTLINE

---

### FOREWORD

Today's marketplace is highly competitive and every organisation is looking for a larger share of the market. In an economy where the customer is king, how do your sales representatives pitch the features and benefits of the products/services they sell?

Providing sales training plays an important role in helping sales representatives practice and hone their ability to close a deal.

This Sales Training Course helps sharpen the skills of even experienced sales representatives, enabling them to take advantage of sales opportunities and aggressively expand the business.

---

### OUTCOMES

**After completing this course participants will have learned to:**

- ▶ Understand the reasons people buy
  - ▶ Understand the sales cycle and the skills required for each stage
  - ▶ Know how to generate leads, qualify them and convert them into sales
  - ▶ Know how to build rapport and transition out of it
  - ▶ Use the right questions to discover needs
  - ▶ Know how to earn trust through listening
  - ▶ Understand the four Ps of presenting solutions – prioritise, personalise, prepare, practise
  - ▶ Know how to respond to and overcome objections
  - ▶ Recognise when to close the sale and apply different techniques to do so
  - ▶ Know how to plan to follow up activities
  - ▶ Know how to ask for referrals
- 

### MODULES

---

#### Lesson 1: Where you fit in the Sales Cycle

- ▶ Why people buy
- ▶ The sales cycle
- ▶ Your sales Profile
- ▶ Reflection

---

#### Lesson 2: Prospecting

- ▶ Turning leads into sales
- ▶ BANT - Qualifying Leads
- ▶ Keys to successful prospecting
- ▶ Your Prospecting Success
- ▶ Reflection

---

#### Lesson 3: Building Rapport

- ▶ The Rapport Transition
- ▶ Establishing Personal Rapport
- ▶ Your Ability to Build Rapport
- ▶ Reflection

---

#### Lesson 4: Discovering Needs

- ▶ Asking the Right Questions
- ▶ Earning Trust Through Listening
- ▶ Your Ability to Discover Needs
- ▶ Reflection

---

### Lesson 5: Presenting Solutions

- ▶ The Four Ps of Preparation
- ▶ Leveraging Your Solution
- ▶ Your Ability to Present
- ▶ Reflection

---

### Lesson 6: Overcoming Objections

- ▶ Does Objection = Rejection?
- ▶ Types of Objections
- ▶ 4 Steps to Responding to Objections
- ▶ Your Ability to Handle Objections
- ▶ Reflection

---

### Lesson 7: Closing the Sale

- ▶ Knowing When to Close
- ▶ Types of Closes
- ▶ Examples of asking for the sale
- ▶ Your Ability to Close the Sale
- ▶ Reflection

---

### Lesson 8: Servicing the Client

- ▶ Acquisition vs Retention
- ▶ Asking for and Working with Referrals
- ▶ Your Ability to Service the Client
- ▶ Reflection

---

### Lesson 9: Reflections

- ▶ Create an Action Plan
- ▶ Accountability = Action

---

## WEB LINKS

- 
- ▶ [View this course online](#)
  - ▶ [In-house Training Instant Quote](#)