Training Topics:

- What is selling?
- The importance of the right attitude

- **The 7 steps of a sale:**
    - Preparing for the sales call
        - Conducting research on the industry and organization
        - Planning the Sales Interview
    - Opening the sales call
        - Introduction
        - Presentation of value proposition
        - Exercise: eye for detail
    - Probing
        - Probing to understand needs
        - Paraphrasing and summarizing understanding
    - Presenting information
        - Activity: information overload
    - Handling objections
    - Closing
        - Persuasion
        - Gaining commitment
    - Follow up
        - Scheduling follow-up calls

- **Selling techniques:**
    - BAF
    - Consultative selling

- **Writing a sales proposal**
  - Statement of objectives
  - Methodologies
  - Measures of success
  - Relevant experience
  - Timing
  - Value statement

Training Hours:

The duration of the training program will be 8 hours