

STEPS TO SELL EFFECTIVELY

S. No.	Module	Training Objective	Focus Areas	Method(s) of Instruction	Duration - Breakup	Total Duration
1	Welcome Presentation	To give participants an overview of the Training Program; allow participants to set ground rules during training and formulate collective training objectives		Instructor-led PowerPoint including open-ended questions for eliciting objectives	30 min.	30 min.
2	Gear Up with a Positive Attitude	To enable trainees become aware of internal mental dialogue and how it can be used effectively to defuse destructive emotional states and create effective emotional states	The inner voice The four levels of self-talk Effective use of self-talk Success script Self- Motivation through self-talk Tone, modulation – choosing words carefully during self-talk	Instructor-led Training (ILT) with discussion Audio-visual Files Exercises and Worksheets	40 min. (exercises, worksheets, and audio-visual files) 20 min. (ILT with discussions)	60 min.
3	Interacting with Customers Effectively	To enable participants establish a positive connection with customers right from the word go through effective listening and conversational skills	Listening skills Conversational starters Questioning skills Paraphrasing Sharing information with customers	ILT with discussions Role plays with feedback	20 min. (instruction) 60 min. (role playing all of the techniques and providing feedback for further)	80 min.
4	Focus on Building Lasting Relationships	To enable participants understand the prerequisites for selling effectively	Being enthusiastic about your product Winning and holding confidence Making people want to do business with you	ILT with discussions Role Plays Audio-visual Files	25 min. (role plays) 15 min. (audio-visual files followed by discussions) 20 min. (ILT with discussions)	60 min.
5	Planning / Preparing	Impart tips and strategies for participants to be more prepared when making sales calls	Getting organized Rehearsing the sales story Knowing your product and your organization Knowing who you're selling to and thinking about how your product or service would address their needs While prospecting on the phone:	ILT with discussions Audio-recording SWOT Worksheets that help plan and stay organized	30 min. (instruction) 30 min. (audio-recording and feedback) 30 min. (SWOT) 30 min. (Worksheets and discussion)	120 min.
6	Introduction or Opening	To enable participants understand the exact point of time in a sales conversation when they can begin talking	The Critical Moment of Approach	ILT with discussions Audio-recording	10 min. (instruction) 30 min. (audio-recording and)	40 min.
7	Presenting	To enable participants mirror prospects' verbal communication styles and enhance prospects' understanding of the product as well as its benefits	Concentrating on Key Issues Tips and techniques for matching and mirroring communication styles Using sensory-rich communication based on the customer's representational system Demonstrating using metaphors and	ILT with discussions Role plays Exercises	20 min. (instruction) 40 min. (role plays, feedback, and discussion)	60 min.
8	Questioning and Objection-handling	To enable participants handle objections more effectively by asking the right questions that help close the sale	Asking questions to crystallize thinking Paraphrasing key points Meeting objections by asking	ILT with discussions Role plays	15 min. (instruction) 45 min. (role plays and feedback)	60 min.
9	Closing	To enable participants accentuate the prospect's desire to own the product through a call to action and through the	Helping the prospect decide Saving closing points for the close Magic phrases that help close sales	ILT with discussions Audio-recording	20 min. (instruction) 40 min. (audio-recording and)	60 min.
10	After-sales Follow-up	To enable participants understand the importance of getting referrals for fresh business and build lasting relationships for repeat business	Awareness of internal customers and how an improper sale affects them Checking customer satisfaction Managing customer expectations Getting referrals from existing customers	ILT with discussions Case-study discussion Customer-management worksheets	15 min. (instruction) 45 min. (case-study discussion)	60 min.
11	Taking Care of Yourself - Manage Your Emotions	To equip trainees with tools and techniques to manage their emotions better	Asking yourself empowering questions Understanding the difference between empowering and disempowering questions Usage of vocabulary and how it	ILT with discussions Exercises	20 min. (instruction) 40 min. (exercises and feedback)	60 min.
12	Selling To Different Types of Customers	To enable participants understand various types of customer prospects and alter their approach depending on the temperament of the people they prospect	Angry prospects Talkative prospects Gatekeepers Prospects who don't show any interest	ILT with discussion Role plays with feedback	15 min. (instruction) 45 min. (role plays with feedback)	60 min.
13	Telephone Etiquette	To impart the essentials of telephone etiquette and to enable participants handle various types of customers with confidence, professionalism, and politeness	Courtesy words and phrases on calls Placing and receiving calls Taking calls for colleagues Transferring calls Voice-message etiquette Getting the verbal handshake Conferencing effectively Tips for better call control	ILT with discussions Mock Calls and Role Plays	15 min. (instruction) 45 min. (mock calls and role plays with feedback)	60 min.
14	Techniques To Sell Over the Phone	Impart tips and techniques for participants to use the phone effectively while prospecting and selling	Five Phases of the Call: Opening, Needs Identification, Collection / Verification of Information, Providing Information / Potential Solutions, Closing and Next Steps Using PICTURE - Pitch, Inflection,	ILT with discussions Mock Calls and Role Plays	15 min. (instruction) 45 min. (mock calls and role plays with feedback)+G8	60 min.