



Training Topics:

Opening of the Sales Call

- Opening and Introduction
- Elevator Pitch
- Positive verbal and Non-verbal Communication

Presentation of Sales Proposition

- Needs-based / Consultative selling
- BAF

Handling Objections and Dealing with Different Kinds of Customers

- Dealing with frequently raised objections from clients
- Negotiation
- Dealing with different kinds of customers
 - Angry customers
 - Customers who are not interested
 - Customers who are pressed for time

Closing

- ABC – Always Be Closing
- Understanding buying signals
- Making a firm request for the sale
- Following-up

Influencing Techniques – To get our ideas heard, accepted & enacted

- Rational Approaches to Influencing
 - Legitimizing
 - Logical Persuading
 - Stating
- Emotional Approaches to Influencing
 - Appealing to Emotions
 - Appealing to Values



- Modeling
- Social Approaches to Influencing
 - Appealing to Relationships
 - Consulting

Training Hours:

The duration of the training program will be 8 hours

Training Methodology:

- PowerPoint Presentation
- Role Plays
- Games and Group Activities
- Movie and audio clips

Resources Required:

- Momentum Training Solutions will conduct the training
- Maximum number of participants to the workshop will be 15
- The training will be conducted at a venue organized by client
- The following will be provided by client:
 - Handouts will be printed/photocopied
 - The LCD projector & Audio speakers