

## Fundamentals of Selling (Tier 1)

1 Day

### Description

*Fundamentals of Selling* provides an overview of the basics of selling with an emphasis on the different stages of the sales cycle. It provides guidelines and best practices for preparing to sell, finding and qualifying prospects, making sales presentations, negotiating the close, and following up after the sale. By applying the tools and techniques presented in this course, sales professionals will benefit by increasing their sales efficiency and effectiveness.

### Prerequisites

- None

### Objectives

Upon successful completion of this program, participants will be able to fundamentally:

- ✓ Select a sales approach so that it matches the sales situation and the needs of the buyer.
- ✓ Prepare for each sales encounter and sell using the sales cycle so that increased sales are achieved.
- ✓ Find and qualify a sales prospect so that the prospect is likely to benefit from and buy the product or service being sold.
- ✓ Make a sales presentation and close the sale so that the customer is satisfied with the deal.
- ✓ Follow up after a sales call so that a successful ongoing sales relationship is built with the buyer.

#### Selling Basics

Identify Buyer Motivations  
Identify Types of Selling  
Select a Sales Approach  
Communicate with Prospective Customers

#### Preparing to Sell

Prepare Yourself to Sell  
Sell Using the Sales Cycle

#### Finding and Qualifying Prospects

Identify Potential Sources for Finding Sales Leads  
Develop an Ideal Customer Profile  
Qualify Sales Prospects

#### Making the Presentation and Closing the Sale

Get to Know Your Prospect  
Plan Your Presentation  
Give Your Presentation  
Close the Sale

#### Following Up After the Sales Call

Determine the Appropriate Follow-up Method  
Develop a Customer Service Program

#### Appendix A: Works Cited

References and Works CitedTopic