



# SALES TRAINING (EXECUTIVE)

## 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



# SALES TRAINING (EXECUTIVE)

- 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