



Sales Management & Development

## **Sales Team Accelerator Certification**

Professional Development Center

### **Sales Team | \$199/student | CE Hours 3**

#### **Sales Team Accelerator**

In a sales environment where customers are well informed, deeply networked, and technically savvy, sales professionals need to arrive fully prepared to deal with educated buyers and any challenges they present. In this course we highlight the art of sales prospecting, how discovery meetings build credibility, momentum, and trust, how objections can be seen for what they are – opportunities, and why effective negotiating during the sales process should result in securing agreements.

#### **Course Includes:**

- Sales Team eAdviser
- Interactive video learning modules
- Certificate of Achievement upon the successful completion of each course
- Transcript of CE hours of courses completed

#### **Course Video Modules:**

1. Prospecting: Panning for Sales Gold
  2. The Discovery Meeting: Starting Off on the Right Foot
  3. Turning Objection into Opportunity during a Sales Call
  4. The Value Proposition: Getting Your Pitch Right
  5. Negotiating Well and Going for the Close
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## Course Module Description

### Course Module 1: Prospecting: Panning for Sales Gold

#### Course Description

The art of sales prospecting is an essential skill for sales professionals, even with all the technology and tools available today. Successful sales professionals recognize that prospecting is the key that unlocks the door to a winning sales process. This course will help you adopt a proper prospecting mindset and be able to leverage tools that will allow you to create a high quality list of prospects.

#### Objectives

- Identify tools and resources used for sales prospecting
- recognize how to use interpersonal methods for sales prospecting
- approach prospecting with a proper mindset by knowing the facts
- recognize strategies for uncovering ideal prospects
- respond appropriately when faced with a particular prospect mindset

### Course Module 2: The Discovery Meeting: Starting Off on the Right Foot

#### Course Description

Discovery meetings are one of the earliest times in the sales process to build credibility, momentum, and trust. They deepen your understanding of customer challenges and opportunities. Conducted effectively, they leave your prospect intrigued to hear about your solutions. In this course you will learn how to prepare for discovery, how to secure the meeting, and how to conduct yourself once you are at face-to-face with the customer. The skills you learn will help you remain confident, avoid surprises, and get the relationship with your prospective customer off on the right foot.

#### Objectives

- identify key outcomes of discovery meetings
- recognize guidelines for securing a discovery meeting
- identify the types of people who should be invited to a discovery meeting
- determine when to match types of questions with discovery questions
- recognize appropriate skills to use in discovery meetings

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## Course Module 3: Turning Objection into Opportunity during a Sales Call

### Course Description

In a sales environment where customers are well informed, deeply networked, and technically savvy, sales professionals need to arrive fully prepared to deal with educated buyers and any challenges they present. To address the challenges of this new breed of customer, you need to welcome questions, objections, and resistance factors, see them for what they are – opportunities – and be prepared with the skills to capitalize on them.

### Objectives

- recognize how to respond to psychological reasons behind a customer's resistance
- distinguish between questions, objections, and resistance
- identify tips for responding to objections with empathy and understanding
- identify effective listening and questioning methods to manage customer objections
- identify strategies for handling price-based objections
- identify techniques for keeping the sales process moving forward despite objections

## Course Module 4: The Value Proposition: Getting Your Pitch Right

### Course Description

The value a company offers to customers can come in many forms – product quality, financial stability, reputation, and creativity to name a few. To answer the question, What value does my company offer?, you need to know your company inside and out – its strategies, how it operates, the solutions it can offer, and the people who do the work

### Objectives

- describe how value impacts the sales and buying process
- identify key components of value that make up a value proposition
- recognize what is valuable from a customer's perspective
- determine what to do based on the results of an assessment of value alignment
- label questions according to their value categories
- identify opportunities to challenge or expand customer perspective of value

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## Course Module 5: Negotiating Well and Going for the Close

### Course Description

Effective negotiating and closing during the sales process should result in securing agreements. With an agreement in place, followed by a smooth implementation, your customer is happier, follow-on sales are more likely, and you, your company, and your customer achieve success. In this course, you will learn the ins and outs of negotiation, including the steps in the negotiation process, the proper mindset to have, how to overcome challenges, and the right negotiation skills to use. You will also learn what it takes to bring your sale to a successful close.

### Objectives

- recognize how to reframe a negative mindset towards the act of negotiation
- identify approaches that allow a sales professional to meet negotiation challenges
- match activities to the corresponding steps of the negotiation process
- recognize skills to apply when faced with negotiation challenges
- differentiate between types of negotiation styles
- identify skills that make closing a sale efficient and effective