

# SALES SKILLS: ESSENTIAL TRAINING

Course Code: 101093

Learn about the psychology of selling, listening and interviewing skills, and a way to let your customer handle the close and be excited to do it.

The Sales Skills Essentials Training is a live instructor-led course that provides a series of in-depth learning experiences aimed at transforming your sales force into true professionals who are prepped and ready for any challenge. Ten seconds or less is how long the window of opportunity is open for salespeople to grab a client's attention. That's why it's vitally important to arm them with the tools that enable them to be confident, sincere, engaging, and successful – before they make their next face-to-face sales call.

The Sales Skills Essentials Training course provides you with the opportunity to take an active role in your learning with self-reflection and measurement, and then shifts the focus to the buyer with an exploration of customer-focused selling and decision-making patterns, and finally, provides action strategies and planning.

## What You'll Learn

Upon successful completion of the Sales Skills Essentials Training course, you will be able to:

- Assess selling strengths and areas for improvement
- Learn about the trends in today's selling environment
- Understand the concept of customer-focused selling
- Learn the steps of the sales process and buying cycle
- Discover how customers make decisions and describe the steps in the sales process
- Understand the importance of preparation
- Learn an effective framework for opening face-to-face sales calls
- Discover the traits and characteristics that improve success rate
- Understand the importance of building rapport
- Learn how to overcome obstacles and resistance to change

## Who Needs to Attend

This course is appropriate and ideal for sales professionals operating in any sales environment.

# SALES SKILLS: ESSENTIAL TRAINING

Course Code: 101093

VIRTUAL CLASSROOM LIVE

\$1,395 USD

2 Day

## Virtual Classroom Live Outline

### **Module One: Assessing Your Sales Savvy**

- Course Objectives
- Purpose of the Assessment
- Sales Self-Assessment

### **Module Two: Customer-Focused Selling**

- “When You Were Sold...”
- Today’s Competitive Business World
- Keeping the Focus on the Customer
- Mastering the Sales Mindset

### **Module Three: Customer Decision-Making**

- Why Customers Buy
- What Motivates My Customer to Buy
- The Customer Buying Cycle
- How Customers Make Decisions

### **Module Four: Introduction to the Sales Process**

- Overview of the Sales Process
- Prospecting and Territory Management
- Opening the Sales Call
- Listening and Questioning
- Presenting Solutions, Overcoming Objections and Closing
- Cultivating the Relationship

### **Module Five: Opening the Sales Call - Overview**

- The Sales Process
- Successfully Opening the Call
- Good First Impressions
- Benefits of a Good Opening
- A Paradox: The Importance of Rapport

### **Module Six: Preparing to Open the Sales Call**

- Framework for the Initial Sales Call
- The Importance of the Agenda
- Communicating and Planning Your Agenda
- Practice Makes Perfect!

### **Module Seven: Practicing: Opening the Sales Call**

- Introductions
- Confirm the Agenda
- The Company Overview
- My Company Overview
- Sharing My Company Overview

### **Module Eight: Tips for Opening the Sales Call**

- Thinking On Your Feet
- Be Prepared to Talk About Business
- Dealing with Reality
- Closing Activity



# SALES SKILLS: ESSENTIAL TRAINING

Course Code: 101093

PRIVATE GROUP TRAINING

2 Day

Visit us at [www.globalknowledge.com](http://www.globalknowledge.com) or call us at 1-866-716-6688.

Date created: 5/24/2026 4:37:22 AM

Copyright © 2026 Global Knowledge Training LLC. All Rights Reserved.