

# SALES SKILLS: ADVANCED TRAINING

Course Code: 101094

Learn how to build better relationships with leads, create loyalty with existing customers, and identify a prospect's unmet needs.

Attend this one-day live, dynamic Sales Skills Advanced Training course to take your sales skills to the next level. This includes learning how to build relationships with your leads, and identify and satisfy their needs. Next, you'll use sales strategies, analyze the market and your competitors, and research your clients. Then you will develop a winning strategy and solutions for your clients. Finally, you will close a sale by demonstrating the benefits of your product or service to your clients, confirm the client's commitment, and plan your follow up with the client.

## What You'll Learn

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

- Build relationships with customers, demonstrate the customer's need, and satisfy the customer's need.
- Gain Customer Commitment
- Develop sales strategies, analyze markets and competitors, and research clients.
- Consult with clients and develop solutions.
- Demonstrate benefits, confirm commitment, and close sales.

## Who Needs to Attend

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

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VIRTUAL CLASSROOM LIVE

\$845 CAD

1 Day

## Virtual Classroom Live Outline

### **Gaining Customer Commitment**

- Building Relationships
- Demonstrating the Need
- Satisfying the Need

### **Studying the Market**

- Sales Strategies
- Analyzing Markets and Competitors
- Researching Clients

### **Developing a Winning Strategy**

- Consulting With Clients
- Developing Solutions

### **Effectively Closing a Sale**

- Demonstrating the Benefits
- Confirming Commitment
- Closing the Sale and Following Up



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PRIVATE GROUP TRAINING

1 Day

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