

SALES SKILLS: BASIC THROUGH ADVANCED

Course Code: 821213

This dynamic course gives you an opportunity to take an active role in customer-focused selling, as well as action strategies that will make your customers excited for the close.

This 2-day dynamic instructor-led Sales Skills: Basic Through Advanced Training course gives learners an opportunity to take an active role in their 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 then provides action strategies and planning.

In the Sales Skills Basic Through Advanced Training course, you will also learn how to build relationships with clients, and identify and satisfy their needs. Next, you'll use sales strategies to analyze the market and your competitors, and research your clients. You will also develop a winning strategy and solutions for your clients. Finally, you will finalize a sale by demonstrating the benefits of your product or service to your clients, confirm the client's commitment, and close the sale and follow up with the client.

What You'll Learn

- Discover how customers make decisions and describe the steps in the sales process
- Understand the importance of preparation, market and your competitors, and research your clients. Additionally, you will develop a winning strategy and solutions for your clients.
- 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
- 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

- Business to business salespeople
- Salespeople who have had no formal training on the subject before
- Salespeople who need a refresher and need to get “back to basics” and refocus their time and effort
- New salespeople
- Client relationship managers
- Account managers
- Field salespeople
- Business development managers
- Commercial managers

SALES SKILLS: BASIC THROUGH ADVANCED

Course Code: 821213

VIRTUAL CLASSROOM LIVE

\$1,795 CAD

2 Day

Virtual Classroom Live Outline

Sales Fundamentals

- The Sales Process
- Elements of Selling
- Understanding Sales Terms

Your Professional Self

- Developing Your Character
- Managing Yourself

Handling Clients

- Finding Your Clients
- Connecting With Your Clients
- Finding Solutions

The Sales Presentation

- Anticipating Objections
- Creating a Sales Presentation
- Responding to Objections

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



SALES SKILLS: BASIC THROUGH ADVANCED

Course Code: 821213

PRIVATE GROUP TRAINING

2 Day

Visit us at www.globalknowledge.com or call us at 1-866-716-6688.

Date created: 4/4/2026 1:37:16 AM

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