



Sales Fundamentals

In any business the act of selling is vital for its success. It can involve offering services, products or goods. The key point to remember is that the prosperity of your business hinges on the amount you sell. If your company fails to meet its sales targets within a timeframe it's highly likely that you'll experience diminishing returns. Essentially your business will be spending more than it earns leading to a loss of money.

This training program aims to equip your team members with an understanding of the core principles of sales. By doing they will be better equipped to help your company meet its sales targets effectively. Empower your sales team to outperform competitors, in the industry and rise to prominence through mastering the fundamentals of sales.

Course Overview

We will provide an overview of what participants can expect during this course and address any concerns they may have as a group. Additionally, participants will have the opportunity to identify their learning objectives.

This workshop aims in teaching participants the following skills;

- Identifying types of sales and their common approaches.
- Preparing to make calls and developing solutions.
- Crafting engaging opening statements, for calls.
- Creating a pitch while understanding its features and benefits.
- Learning techniques to handle objections confidently.
- Mastering deal closing strategies, follow ups, goal setting and information management.
- Utilizing prospect boards effectively.

Understanding the Art of Communication

To begin participants will explore types of sales techniques and their used approaches.

Getting Ready to Make Calls

Participants will learn how to identify the contact person conduct a needs analysis and generate potential solutions.

Crafting Engaging Openings

During this session, participants will delve into techniques for making warm calls successful. They will also discover ways to utilize referrals.

Creating an Impactful Sales Pitch

In this session participants will understand the importance of highlighting features and benefits in their pitches. They will also learn how to outline their selling position while addressing customers burning questions.

Handling Objections with Confidence

This session focuses on recognizing objections that arise during sales interactions. Participants will gain insights into strategies as well as advanced plans, for effectively addressing objections.

Closing the Deal

In the section participants will gain insights on how to identify the moment to seal the deal and discover effective techniques for closing.

Following Up

This session will focus on teaching participants how to utilize thank you notes resolve customer service issues and maintain contact with your customers.

Setting Objectives

Moving forward participants will understand the significance of sales goals. Additionally, participants will learn how to set SMART goals

Managing Your Information

During this session we'll explore systems that can work for you; manual systems.

Utilizing a Prospect Board

Participants will acquire knowledge on designing and utilizing a prospect board.

Wrapping Up the Course

Towards the end of the workshop, participants will have an opportunity to ask questions and create an action plan.

Visit <https://paramountraining.com.au> for more information or call 1300 810 725