

# Sales Planning & Selling Skills Toolkit

To understand the importance of Sales Planning and Selling Skills, it is important that following questions are appropriately addressed by the Sales and Business Development teams; either operating in commercial setup or in social development environment

- Do you want to increase your profitability?
- Do you want to run your business more efficiently?
- Do you want to stop firefighting and have more control over events that can affect your business performance and total sales?
- Do you understand how your customers and prospects are changing?
- Is the technology and internet a growing threat to your sales results?
- Do you have right skills and knowledge to identify the business environment you operate in and how to maximize sales in that environment ?
- Is your team well equipped with the latest tools and techniques of Sales Planning and management ?
- Is your team trained on the selling skills and their usage in the daily sales process ?

This highly participative learner focused sales training course will boost the skills and confidence of your sales teams and turn your competent sales people into focused, high performers delivering exceptional results.

## Course Outcome

By the end of this course, participants will:

Interpret prospect needs by conducting a needs analysis

Master active listening techniques to better connect with & understand clients

Manage sales process by understanding where the sale is & how to keep the momentum moving forward

Deliver presentations that sell

Handle objections professionally & effectively

Master highly effective closing techniques

Follow-up to develop long-term relationships & future business

Manage your sales database effectively



### **Module 1**

- Defining the Sales Process
- Type of Sales
- Common Sales Approaches
- Glossary of Common Terms

### **Module 3**

- Creative Openings
- A Basic Opening for Warm Calls
- Warming up Cold Calls
- Using the Referral Opening

### **Module 5**

- Delivering Presentations that Sell
- Features and Benefits matched to Customer Need
- Outlining your Unique Selling Proposition

### **Module 7**

- Closing the Sale
- Understanding when it's Time to Close
- Things to Remember

### **Module 9**

- Managing your Data
- What is a sales pipeline
- Manage your pipeline

### **Module 2**

- Getting Prepared to make the Call
- Identifying your Contact Person
- Performing a Needs Analysis
- Creating Potential Solutions

### **Module 4**

- Active Listening
- The importance of active listening
- Restating and Paraphrasing to gain commitment

### **Module 6**

- Handling Objections
- Common types of Objections

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The course structure is a **hands-on workshop** that provides participants to revisit the concepts of Sale Planning & Selling Skills and help them identify implementation of these in their respective organizations. At the end of the course, the participants would take a **set of practical tools & techniques** that they can apply in their daily operations with improved results.

### **Who Should Attend**

- Sales Management Professionals and Business Development Professionals
- Supply Chain & Procurement professionals dealing with suppliers and service vendors
- Professional Engineers engaged in Contract Management and Vendor Management
- Professional Engineers engaged in Sales of Industrial and High end Equipment / Solutions
- Banking Professionals dealing in Consumer Banking, Investment Banking & Corporate Banking
- Financial Services Marketing Professionals such as General & Life Insurance & Asset Management
- Non Commercial / Social Development Professionals dealing in Grants and Fund Raising deals
- HR Business Professionals to develop better understanding for hiring Sales professionals