



King of Sales in a Risky Kingdom

Subject: Sales Techniques and Sales Management Course

A Brief about the Suggested Course:

- **Course Title:** King of Sales in a Risky Kingdom
- **Duration:** 6 days- 48 hours/from 9:00 a.m. till 5:00 p.m.;
- **Phases:** three phases
- **Objective:** Learning the key fundamentals of selling and taking the audience through all the needed skills until reaching effective sales management
- **Target Audience:** Top management, middle and senior staff, and sales men

Phase One: Fundamentals of Sales

- Basic sales cycle and basic skills

Phase Two: Different Sales Strategies & Techniques

- The sales profession and psychology of prospects
- Closing
- Sales presentation skills
- Sales planning

Phase Three: Supervisory Sales Skills

- Team management skills
- Managing team meetings
- Leadership and motivation

Methodology

- Group work and discussions
- Role-plays- team exercises
- Demonstrations
- Anecdotes
- Qs and As
- Chalk and talk

Details of the Course

1. Phase One

Fundamentals of Sales- Basic Sales Cycle and Basic Skills

- Sales and first impression
- Professional attire for men and women to build a positive first impression
- Four rules to build a positive first impression
- Seven easy ways to sabotage this positive first impression
- Concept of sales cycle
- Seven step basic sales cycle



- Better phone skills

2. Phase Two

Different Sales Strategies and Techniques

- The most effective closing techniques
- Professional sales presentation- Interviewing skills
- The art of business conversation
- How to speak in confidence to get the job done
- Elements to functions the 4Ps to speak professionally
- Ten aids to be an active listner
- Sales activities planning and organization skills

3. Phase Three

Supervisory Sales Skills

- Basic supervisory skills
- Team management
- Handling team meetings
- How to motivate your team
- Leadership skills