



Sales Training Course Outline

This program is a 20-hour program, two hours per week.

Do Your Selling Strategies Work Against You?

The Selling System Methodology

Establishing the Relationship-Bonding and Rapport

Establishing the Relationship-The Up-Front Contract

Questioning Strategies

Negative Reverse Selling-First Impressions Can be Deceiving

Qualifying-Pain

Qualifying-Budget

Qualifying-Decision

The Prospect Is Qualified, Now What?

Closing-Fulfillment

Closing-Post-Sell, Part 1: Ensure the Sale

Closing-Post-Sell, Part 2: Generating Referrals from New Customers

Improving Your BAT-ing Average-Elements of Success

Identify/Role (I/R) Theory-Who Are You?

Follow Up