



CERTIFIED SALES Professional

Course Introduction:

The Certificate in Professional Sales and Sales Management provides a foundation of knowledge required to meet growing industry demands in Professional Sales and Sales Management. Instructors guide sales professionals in developing skills and proficiency in a comprehensive curriculum of contemporary sales and sales management, including:

- The complete Business-to-Business sales process
- Forty distinct skill competencies and advanced strategic sales skills
- Methods to identify and attract sales talent to your organization
- Twelve core sales management practices
- Time & territory management for today's sales professional
- Best practices and latest trends in sales management
- How to manage performance problems and "de-hiring"
- Key Account Management and Strategic Selling Practices to apply to your business

Course Objectives:

- Maximize your sales effectiveness by adopting the leading-edge Consultative Selling methodology
- Discover the strategic framework to plan a successful first visit and obtain a go-forward commitment
- Enhance your professional sales skill level and expertise to retain customers and expand business opportunities
- Discover the tactical, strategic, and self-management skills necessary to consistently exceed your customers' expectations

Who Should Attend?

The Certificate in Professional Sales and Sales Management is geared for organizations and individuals who:

- Negotiate sales of products or services
- Sell products or services to new clients
- Manage Sales Relationships with Clients
- Provide B2B or B2C Sales Services
- Investigate and develop new sales leads
- Provide Post-Sales Support
- Prepare and deliver sales presentations
- Technical Sales Professionals

- Manage Sales Professionals or Sales Managers
- Own businesses and need stronger insight into the sales function
- Are tasked with business development responsibilities.

Course Outline:

Understanding and Managing Yourself

- Tools for sales effectiveness
- Implementing a closed-loop system to effectively manage your time and set appropriate and attainable goals
- Importance of developing and maintaining a professional standard of service, behavior, and conduct
- Understanding the psychology of selling and how it relates to influencing buying decisions

Business Creation – Strategic Territory Planning

- Establishing criteria for an in-depth competitive analysis of your territory and individual accounts
- Generating a comprehensive strategy for profit maximization
- Mastering high-value tools for effective prospecting

The Selling Process with a Higher Success Rate

- Developing an effective prospecting script to secure appointments
- Learning to apply the consultative selling process to gain a commitment to proceed to a full presentation
- Learning how to prepare and deliver an effective sales presentation
- Negotiating the terms of the agreement to reach a positive outcome Keeping Customers, Building and Managing your Business
- Building long-term relationships with your customers
- Creating an effective customer care program
- Allocating your selling time according to account classification to maximize your sales territory's profitability

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session