



GLOBAL TRAINING
INSTITUTE

Sales Professional Training



GTI - Coordination Office and International Relations (Accredited Programs)



Course Description

The Sales Professional Training course is designed to equip participants with the essential skills and knowledge required to excel in sales. Emphasizing face-to-face communication, persuasion techniques, and negotiation strategies, this course prepares delegates to overcome objections, close sales effectively, and identify new business opportunities. Participants will learn to leverage interpersonal skills to build trust and rapport with customers, as well as develop key account strategies using best practices in sales.

Who Should Attend

This course is suitable for a wide range of sales professionals, including:

- Corporate Sales Trainers
- Sales Territory Account Representatives
- Sales and Marketing Managers
- Field Service Representatives
- Business Development Managers
- Sales and Marketing Support Team Members

No prior sales experience is required to benefit from this training.

Course Objectives

By the end of this training course, participants will be able to:

- Describe effective strategies for developing new business opportunities.
- Incorporate social media marketing best practices to enhance sales.
- Utilize body language to build trust and rapport in face-to-face and remote interactions.
- Design impactful multimedia sales presentations.
- Overcome customer objections and successfully close sales.
- Customize sales presentations to align with various customer buying styles.
- Manage the sales process effectively to optimize performance.

Course Content

Advanced Communication Skills

- Strategies for making a strong first impression.
- Active listening and questioning techniques to enhance communication.
- Understanding and interpreting customer body language.

Sales Presentation Techniques

- Key elements of delivering dynamic face-to-face presentations.
- Customizing presentations for individuals and groups.
- Tips for using PowerPoint effectively in sales.

Emotional Intelligence in Sales

- Understanding emotional intelligence and its impact on sales success.
- Techniques for managing stress and reactions in high-pressure situations.
- Developing confidence and likability in customer interactions.

Customer Service Excellence

- Core principles of superior customer service and customer expectations.
- Creating customer service touchpoints to boost sales.
- Techniques for measuring customer satisfaction and service recovery.

New Business Development Strategies

- Best practices for prospecting and identifying new leads.
- Creating effective prospecting scripts and elevator pitches.
- Setting SMART objectives for business development initiatives.