5-DAY INTENSIVE TRAINING WORKSHOP

Sales Professional Certificate

Boost Your Sales Skills: Earn Your Professional Certificate!



GLOBAL TRAINING INSTITUTE

Course Description

The Sales Professional Certificate course is an interactive training program designed to enhance the skills and effectiveness of sales professionals. Participants will engage in real-life business cases and role-playing scenarios to develop their negotiation strategies, relationship-building techniques, and problem-solving abilities. This hands-on approach fosters confidence and teamwork while empowering attendees to optimize their sales performance through practical application of selling principles.

Who Should Attend

This course is ideal for:

- Salespeople looking to enhance their selling skills.
- Sales support personnel seeking a deeper understanding of the sales process.
- Potential candidates for sales positions who want to build or revitalize their existing skills.

Course Objectives

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

- Identify essential professional selling behaviors and skills to maximize sales performance.
- Develop personal habits that optimize selling effectiveness.
- Apply the various steps of the sales process and understand the significance of each.
- Analyze and implement successful negotiation principles and objection handling.
- Recognize the fundamentals of customer relationship management and how to influence outcomes.
- Understand the psychology of selling and develop effective sales strategies.
- Manage customer relationships to foster long-term success.

Course Content

Sales Fundamentals

- Overview of the changing business environment and the evolution of personal selling.
- Key behaviors, characteristics, and skills of successful salespeople.
- The personal selling profile: preparation, self-organization, and time management.

The Sales Process

- Detailed steps of the sales process: prospecting, pre-approach, approach, presentation, overcoming objections, and closing.
- Differences between product selling and service selling.
- Insight into various selling models and strategies.

Negotiation Skills

- Principles of successful negotiations, including communication and planning.
- The six elements of effective sales negotiations and the power of questioning.
- Understanding BATNA principles and managing concessions.

Customer Relationship Management

- Basics of building successful customer relationships and the essential rules for effective interactions.
- The role of attitude in relationship-building and sales communications.
- Strategies for influencing sales outcomes through effective relationship management.

Personal Effectiveness

- Skills for analyzing customer needs and gathering intelligence.
- Aligning solutions to customer needs and resolving issues.
- Leveraging the sales process to manage time and execute plans effectively.

Certificate Accreditations

The Certificate in **Sales Professional Certificate** course equips participants with key skills and knowledge for career success. It enhances credibility and provides insights into industry standards. Through theory and practical application, it prepares individuals for real-world challenges, offering expert instruction and networking opportunities.

This course will be accredited by one of the following organizations. Please contact us for more information.

Cambridge Training College Britain

INSTITUTE OF SUPPLY CHAIN MANAGEMENT MENA

IBIU UNIVERSITY



Contact Us:

+971 54 244 8677

info@gtidubai.com

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