

HUMAN SKILLS COURSE OVERVIEW

Course Category:
Delight Customers

Course Name:
Sales Essentials:
*Fundamental Sales
Techniques for
Consistent
Performance*



COURSE DURATION: 1 Day

Gauteng

3rd Floor, 34 Whiteley Road,
Melrose Arch
Johannesburg
2196

Gauteng

192 on Bram
192 Bram Fischer Drive
Ferndale, Randburg
Johannesburg
2160

Cape Town

1st floor, TBE, 3 Bridgeway,
Bridgeway Precinct,
Century City,
7411

Durban

9 Mountview Close
Broadlands
Mount Edgecombe
Durban
4302

 087 941 5764

 sales@impactful.co.za

 impactful.co.za

COURSE OVERVIEW

This course provides a structured approach to implementing the core aspects of sales, from understanding the sales process to closing the sale. The course's interactive format, which includes case studies and role-playing, ensures that attendees gain hands-on experience

DELIVERY METHOD

Our courses have flexible delivery options:

- In-person classroom training at the Impactful training facilities
- Virtual instructor-led training
- Nationally on-site at the client

COURSE OBJECTIVES

This comprehensive **one-day course** is designed to equip participants with practical, proven strategies for lead generation, effective communication, and closing deals, ensuring they can consistently deliver top-tier performance.

COURSE OUTLINE

Module 1: Introduction to sales

- Overview of sales industry
- The evolution of sales techniques
- The role of a salesperson
- Key sales terminologies

Module 2: Understanding the sales process

- Stages of the sales process
- Importance of each stage
- Adapt the sales process to specific industries

Module 3: Build a sales strategy

- Set sales goals and objectives
- Identify target markets
- Develop a value proposition

Module 4: Effective communication skills

- Build rapport with customers
- Active listening and questioning techniques
- Communicate value effectively
- Overcome language and cultural barriers

Module 5: Lead generation techniques

- Identify and qualify leads
- Effective prospecting strategies
- Leverage social media for sales

Module 6: Sales presentations and demos

- Craft persuasive sales presentations
- Conduct impactful product demos
- Handle questions and objections

Module 7: Close the Sale

- Techniques for closing deals
- Understanding buying signals
- Handle objections

Module 8: Customer relationship management

- Build long-term customer relationships
- Managing customer expectations
- Strategies for customer retention