

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/5510](http://www.amanet.org/5510)

# Fundamental Selling Techniques for the New or Prospective Salesperson

**Start your sales career the right way—with this intensive introduction to selling.**

Because of the mounting pressure facing salespersons in today's tough economy, this challenging profession is becoming even more competitive. But many prospective sales professionals don't have a solid foundation and understanding of the fundamentals of selling. This intensive, highly interactive two-day introduction to the art of selling will equip you with the tools and techniques you need to achieve sales success and improve your performance.

## How You Will Benefit

- Identify the behaviors and skills of a successful sales professional
- Describe different types of selling models
- Identify elements of the sales framework
- Understand prospecting basics and be able to conduct a sales call
- Use a customer-centered selling approach to provide value
- Choose a closing technique to earn the business
- Complete a formula to achieve sales goals
- Manage the customer relationship on an ongoing basis
- Develop an action plan to apply your new skills.

## What You Will Cover

- Unique aspects of sales functions compared with the rest of an organization
- Behaviors, characteristics and skills of a successful salesperson
- Characteristics of different selling models, types and structures
- Calculating and setting goals based on your sales quota and plan
- Analyzing the territory and conducting account research
- Planning your calendar to achieve sales goals and build a sales pipeline
- Identifying resources and methods of generating leads
- Strategies to respond to common new business objections
- The “Earn the Business” process
- The “Deliver the Business” process
- The “Manage the Relationship” process
- Technologies or methods for maintaining customer information
- Strategies to maintain communication with a customer

## Who Should Attend

Salespeople, sales support, as well as potential candidates for sales positions who want to build and revitalize their existing selling skills.

## Special Feature

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner—producing a greater return-on-investment for the employer and the seminar participant.

## Schedule

- [2] days - \$2,095 Non Members
- [2] days - \$1,895 AMA Members
- [2] days - \$1,795 GSA

## Credits

12 SMPS/1.2 CEU

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