

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 the necessary sales training and understanding of the fundamentals of selling. This intensive sales skills training, 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

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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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