

## FUNDAMENTAL SELLING TECHNIQUES FOR THE NEW OR PROSPECTIVE SALESPERSON

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

Seminar #5510

### Overview

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.

### Schedule

- [2] days

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- [2] days - \$2,095 Non Members
- [2] days - \$1,895 AMA Members
- [2] days - \$1,623 GSA

### Credits

1.2 CEU

### Schedule

We have 17 scheduled sessions located nationwide starting between 6/4/2012 - 2/11/2013

Date	Location	Duration
Jun 4, 2012 - Jun 5, 2012	Chicago, IL	2 Days
Jun 21, 2012 - Jun 22, 2012	San Francisco, CA	2 Days
Jul 16, 2012 - Jul 17, 2012	Los Angeles, CA	2 Days
Jul 19, 2012 - Jul 20, 2012	New York, NY	2 Days
Jul 23, 2012 - Jul 24, 2012	Atlanta, GA	2 Days
Aug 16, 2012 - Aug 17, 2012	Chicago, IL	2 Days
Sep 10, 2012 - Sep 11, 2012	San Francisco, CA	2 Days
Sep 20, 2012 - Sep 21, 2012	New York, NY	2 Days
Oct 8, 2012 - Oct 9, 2012	Chicago, IL	2 Days
Oct 25, 2012 - Oct 26, 2012	Arlington/Washington DC, DC	2 Days
Oct 29, 2012 - Oct 30, 2012	New York, NY	2 Days
Nov 5, 2012 - Nov 6, 2012	Houston, TX	2 Days
Dec 3, 2012 - Dec 4, 2012	Atlanta, GA	2 Days
Dec 10, 2012 - Dec 11, 2012	San Francisco, CA	2 Days
Dec 13, 2012 - Dec 14, 2012	Chicago, IL	2 Days
Jan 24, 2013 - Jan 25, 2013	New York, NY	2 Days
Feb 11, 2013 - Feb 12, 2013	Chicago, IL	2 Days

Registering more than 4 people, please call 1-877-566-9441.

### 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.

### Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant

- [Email customerservice@amanet.org](mailto:customerservice@amanet.org)
- [Fax AMA Text Registration Form](#)
- [Mail AMA Text Registration Form](#)