American Management Association's
Fundamental Selling Techniques
for the New or Prospective Salesperson

Learning Objectives

• Understand How Sales Creates Revenue That Contributes to the Industry and Your Organization
• Use a Customer-Centered Sales Approach to Provide Value to Customers
• Identify the Behaviors, Characteristics, and Skills of a Successful Sales Professional
• Expand Your Communication Skills and Apply Sales Tips, Tools, and Techniques to Enhance Sales Performance
• Develop an Action Plan to Apply Learned Skills

The Importance of Sales

• Understand How Sales Creates Revenue That Contributes to Your Industry and Your Organization
• Define Sales from a Customer-Centered Perspective
• Describe a Customer’s Buying Cycle

Selling Models

• Describe Characteristics of Different Selling Models
• Appreciate the Impact of Electronic Selling Models
• Understand the Various Customer Buying Channels

Successful Salespeople and Relationship Building

• Identify Characteristics of a Successful Salesperson
• Recognize Sales Model Characteristics
• Expand Your Communication Skills for Targeted Results By Understanding Personality Styles

Plan for the Business

• Understand How to Analyze Your Industry and Territory
• Identify Information That Should Be Included in a Customer Profile
• Apply Segmentation Codes to Differentiate Customers
• Describe How to Prepare Competitive Advantage Statements
**Find and Qualify the Business**

- Describe the “Find and Qualify the Business” Process Steps
- Identify Resources and Methods for Generating Leads
- Understand Ways to Contact Existing Customers for New Sales Opportunities
- Strategize Ways to Respond to Common Objections
- Manage Your Time By Benchmarking Activities

**Earn the Business**

- Describe the “Earn the Business” Process Steps
- Identify Ways of Opening a Sales Call
- Apply Proactive Listening Skills to Discover, Clarify and Confirm Needs
- Understand Strategies to Present Options and Resolve Objections
- Use Closing Techniques to Gain a Commitment

**Deliver the Business**

- Describe the “Deliver the Business” Process Steps
- Understand That Delivering the Business Is Directly Connected to Earning the Business

**Manage the Relationship**

- Describe the “Manage the Relationship” Process Steps
- Understand Strategies for Maintaining Relationships with Your Customers
- Identify Technologies and Methods for Maintaining Customer Information

**Putting It All Together: Strategies for Success**

- Apply the Skills, Tools, and Techniques Learned Throughout the Program