

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