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.

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

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.

In partnership with

**AMA**
American Management Association®

**Hours:** 14hrs classroom
**Course Fee:** $1750 (Curriculum Provided)

See Class Schedule Below

**Date:** Feb 23rd – 24th
**Time:** 9am – 5pm

**Registration Deadline:** 1/28/16

**Location:**
San Jacinto College Central
8060 Spencer Hwy
Pasadena, Texas 77505

**More information contact:**
David Lewis at 281-542-2061
David.Lewis@sjcd.edu

**Visit our website:**
http://www.sanjac.edu/cpd/bp-training

CONTACT THE COORDINATOR
David Lewis 281.542.2061 david.lewis@sjcd.edu for additional information or registration.

An equal opportunity institution
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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

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