



Introduction to Selling

SALES PERFORMANCE SERIES

Introduction to Selling is a program for new sales professionals, non-sales professionals in regular contact with customers, and other employees needing to gain a basic set of sales skills. This program focuses on how to sell in a professional, consultative and confident manner. Introduction to Selling builds skills in understanding customer issues and needs, planning sales calls, managing objections and gaining customer commitment.

Opportunities can be missed because of a lack of basic sales process understanding. It can cause an unnecessary loss of new business or follow on sales. New sales professionals may have natural talent but will stumble if they are not familiar with the fundamentals of the sales process. In addition, organizations can suffer if their non-sales professionals do not know how to sell themselves and their ideas.

Introduction to Selling will enhance natural abilities, accelerating ramp-up of new sales professionals and enabling non-sales professionals to realize sales opportunities. Based on the basic premise of understanding the customer buying process, Introduction to Selling helps new sales professionals and non-sales professionals master tools and techniques to manage a sale from presentation to closing.

Introduction to Selling modules and topics include:

- Understanding the role of the sales professional
- The customer buying process and the sales process
- Setting sales call objectives
- Planning sales calls for maximum effectiveness
- Approaching customers: optimizing the first 30 seconds
- Asking the “right” questions to identify needs
- Active listening techniques
- Presenting your solution
- Managing objections
- Skills for closing the sale

All Sales Readiness Group solutions are tailored to the exact requirements, culture, and challenges of your organization.

Program Delivery

- Group Workshops
- One-On-One Coaching
- Group Coaching
- Web-Based Synchronous Sessions
- Train the Trainer

More Sales Performance Programs

- Customer-Focused Selling
- Prospecting for New Business
- Managing the Territory
- Achieving a Competitive Edge
- Value Driven Selling
- Strategic Business Development
- Selling to Multi-Level Decision Makers
- Strategic Multi-Level Selling
- Value-Added Negotiating
- Enhancing Professional Presentation Skills
- Exceptional Customer Service

Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.

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