

# Sales And Marketing

## Sales Fundamentals Course Outline:

### Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

### Module Two: Understanding the Talk

- Types of Sales
- Common Sales Approaches
- Glossary of Common Terms

### Module Three: Getting Prepared to Make the Call

- Identifying Your Contact Person
- Performing a Needs Analysis
- Creating Potential Solutions

### Module Four: Creative Openings

- A Basic Opening for Warm Calls
- Warming up Cold Calls
- Using the Referral Opening

### Module Five: Making Your Pitch

- Features and Benefits
- Outlining Your Unique Selling Position
- The Burning Question That Every Customer Wants Answered

### Module Six: Handling Objections

- Common Types of Objections
- Basic Strategies
- Advanced Strategies

### Module Seven: Sealing the Deal

- Understanding When It's Time to Close
- Powerful Closing Techniques
- Things to Remember

### Module Eight: Following Up

- Thank You Notes
- Resolving Customer Service Issues
- Staying in Touch

### Module Nine: Setting Goals

- The Importance of Sales Goals
- Setting SMART Goals

### Module Ten: Managing Your Data

- Choosing a System That Works for You
- Using Computerized Systems
- Using Manual Systems

### Module Eleven: Using a Prospect Board

- The Layout of a Prospect Board
- How to Use Your Prospect Board
- A Day in the Life of Your Board

### Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations