



Sales Management & Development  
**Sales Professional Certification**  
Professional Development Center

## Sales Professional | \$249 per user | CE Hours 5

### Course Description

Sales is arguably the most important function in any business, yet it's one of the most difficult areas to master and manage successfully. There are several common questions people ask about sales. What is the difference between sales and marketing? Why do consumers and organizations buy, and what drives their purchase decisions? What are the key competencies required for effective sales? eAdviser courses highlight the important role that the sales function plays and describes how marketing and sales relate to each other. It outlines the roles and responsibilities of the Sales Department, what makes for effective sales, and the trends affecting sales today.

### Course Includes:

- Sales eAdviser
- Interactive video learning modules
- Certificate of Achievement upon the successful completion of each course
- Transcript of CE hours of courses completed

### Course Video Modules:

1. Introduction to Sales
  2. Strategic Sales Planning
  3. Preparing for Successful Sales
  4. Developing a Customer-focused Sales Approach
  5. Essential Selling Skills: Closing the Sale
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## Course Module Description

### Course Module 1: Introduction to Sales

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Sales is arguably the most important function in any business, yet it's one of the most difficult areas to master and manage successfully. There are several common questions people ask about sales. What is the difference between sales and marketing? Why do consumers and organizations buy, and what drives their purchase decisions? What are the key competencies required for effective sales? This course highlights the important role that the sales function plays and describes how marketing and sales relate to each other. It outlines the roles and responsibilities of the Sales Department, what makes for effective sales, and the trends affecting sales today. The course also provides insight into the importance of the sales cycle and how it affects sales planning and business development.

#### Objectives

- distinguish between the roles of marketing and sales
- match the key competencies to how they contribute to success in sales
- recognize the effects recent sales trends have had on the buyer-seller relationship
- recognize the differences between organizational and consumer buying
- the benefits of understanding consumer buying behavior
- match stages of the sales cycle to examples

### Course Module 2: Strategic Sales Planning

#### Course Description

Who are your target customers? What value propositions are you offering them and why? How do you plan effectively in order to maximize revenues and develop strong customer relationships? The use of strategic sales planning is one way to answer these important questions. Defining and developing an effective sales strategy is an essential part of any sales function and has a significant impact on the success or failure of sales initiatives. This course explores the importance of strategic sales planning, including the benefits associated with developing sales strategies. It provides insight into how to approach and develop sales strategies, including the key steps in strategy development such as competitor analysis, segmentation, value proposition development, and sales process development.

#### Objectives

- determine whether the steps in analyzing the competition have been carried out appropriately

- determine the effectiveness of a segment for a given scenario
- determine whether the steps in writing a value proposition have been carried out correctly
- recognize the importance of value propositions
- sequence examples of the steps in the sales process
- determine whether the steps in developing a sales strategy have been carried out correctly

## Course Module 3: Preparing for Successful Sales

### Course Description

Selling can be a demanding, even daunting task. How do you develop a persuasive sales pitch? What makes for an effective sales presentation? What do you do when customers raise objections during a sales pitch? How do you close a sale? This course provides insight into the answers to these questions while it teaches you how to prepare for and deliver effective sales presentations that will resonate with your target audience. You will learn techniques for negotiating during a sale, handling objections, and successfully closing a sale.

### Objectives

- identify the types of information that should be included in a sales presentation
- recognize appropriate use of the guidelines for delivering a sales presentation in a given scenario
- describe how to prepare to negotiate
- guidelines for how to effectively handle situations that may surface during a sales negotiation
- counter common objections to a sales pitch with an appropriate response
- recognize effective techniques for closing a sale

## Course Module 4: Developing a Customer-focused Sales Approach

### Course Description

Many organizations base their sales approaches on their own products and services, the duration and scope of their sales cycle, and other internal considerations that do not effectively meet the needs of their customers. But wouldn't placing the customer at the center of the equation generate better results? The short answer is yes. A customer-focused sales approach is structured around the customer's decision-making process and unique needs. But how do you know what these really are? What keeps customers up at night and drives their key purchasing decisions? This course provides invaluable insight into how to better understand your customer's real needs and outlines the benefits and potential barriers to implementing customer-focused sales approaches. The course also examines the impact of technology and its role in supporting and enhancing customer-focused sales by helping to develop and sustain long-term, mutually beneficial customer relationships.

## Objectives

- define the term customer-focused selling
- recognize examples of barriers to customer-focused selling
- recognize examples of appropriate use of the principles of customer-focused selling
- use a customer-focused sales approach
- identify how CRM supports customer-focused sales
- define the term customer relationship management (CRM)

## Course Module 5: Essential Selling Skills: Closing the Sale

### Course Description

One of the most difficult steps in any sales effort is securing the sale. When is the best time to ask for the order? What if the prospect doesn't seem interested or challenges the merits of your proposal? This course demonstrates how to leverage your value proposition in the final stages of the sales process, so you can present it in the most effective way possible. It discusses how to time your closing, and presents strategies for successfully closing the sale. The course also examines how objections function within the closing process and provides an analysis of how to overcome objections to the sale. And finally, it explores the merits of following up after a sale.

### Objectives

- recognize examples of strong value propositions
- identify the signs that your prospect is ready to close
- apply the process for dealing with sales objections appropriately
- recognize key strategies for closing a sale
- recognize how to follow up after a sale
- deal with objections and close a sale