

## Selling Techniques for the New Salesperson

**Length:** 1 Day

**Summary:** Start your sales career the right way with this selling course. Many prospective sales professionals don't have a solid foundation and understanding of the fundamentals of selling. This course addresses the art of selling and will equip you with the tools and techniques you need to achieve sales success and improve your performance.

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### COURSE CONTENT

#### SALES FUNDAMENTALS

- The Sales Process
- Elements of Selling
- Behaviors, Characteristics And Skills Of A Successful Salesperson
- Characteristics Of Different Selling Types And Structures
- Understanding Sales Terms

#### YOUR PROFESSIONAL SELF

- Developing Your Character
- Managing Yourself

#### HANDLING CLIENTS

- Finding Your Clients
- Connecting with Your Clients
- Finding Solutions

#### OBJECTIONS

- Anticipating Objections
- Responding to Objections

#### GAINING CUSTOMER COMMITMENT

- Building Relationships
- Demonstrating the Need
- Satisfying the Need
- Strategies To Maintain Communication With A Customer

#### EFFECTIVELY CLOSING A SALE

- Demonstrating the Benefits
- Confirming Commitment
- Closing the Sale and Following Up