Welcome to

Sales Training Basics

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Learning Objectives

- Identify characteristics of successful salespeople
- Gain tips on how to sell successfully

Agenda

Introduction	30 minutes
Module 1: Attitude and Selling Success	80 minutes
Break	10 minutes
Module 2: How to Play the Sales Game	95 minutes
Lunch Break	30 minutes
Module 3: Back to Basics	70 minutes
Break	10 minutes
Module 4: Your Sales Career	50 minutes
Conclusion	15 minutes

Two Ways to Go

Successful Salespeople	Unsuccessful Salespeople
▪ Have a positive attitude	▪ Have a negative attitude
▪ Learn and practice sales techniques	▪ Don't learn or practice sales techniques
▪ Remain positive	▪ Underestimate their future
▪ Listen to their prospects	▪ Do all the talking
▪ Know the products they sell	▪ Don't bother learning features and benefits
▪ Learn to manage time and priorities	▪ Waste time on ineffective tasks
▪ Consider themselves problem solvers	▪ Are more interested in commissions than their prospects
▪ Are proud to be in sales	▪ Refuse to learn from mistakes

Case Study #1: Discussion

- Form groups of 4 or 5 people and discuss the following:
  - Whom do you agree with: Ramona's husband or her friend Marci? Why?

Discussion: Benefits of Selling

- Form groups of 3-5 people
- Review statements on p. 7; identify the three false statements
- Discuss benefits, decide on top three, explain why (10 min.)
- Write top three on flip chart; present to whole class

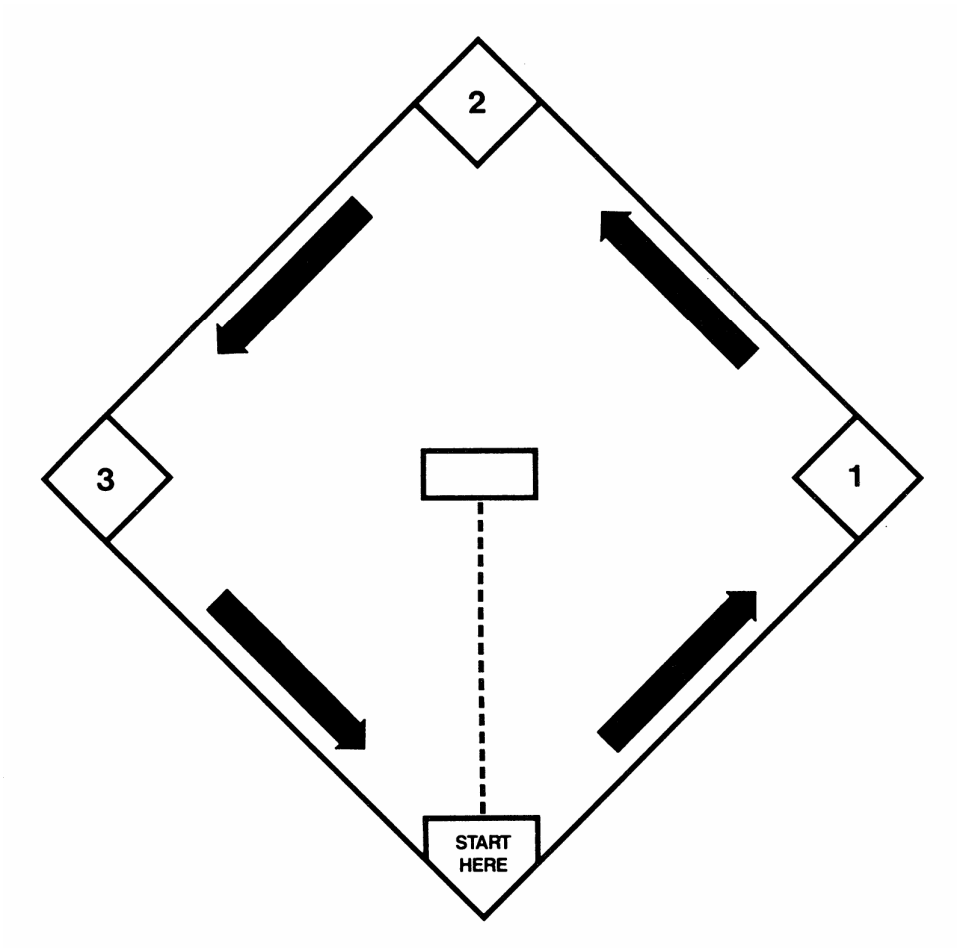
Case #2: Will Joe Survive?

- Form groups of 3-5
- Read the scenario on p. 13
- Discuss and respond to the questions (5 min.)
- Share highlights with whole class
- Review the author's suggestions all together

Presenting a Positive Image

- Dress for success
- Practice great grooming

Cover All Your Bases



Second Base

- Know what you are selling
- Use the Rule of Three

Activity: Features and Benefits

- Find a partner
- Receive a handout with a list of common items
- List one feature for each item; one benefit for that feature
- Pairs that finish first with acceptable responses win a "prize"

Making the Move to Third Base

- Avoid asking premature questions
- Selling is a problem-solving process

Case Study #4: Who Will Be Most Successful?

- Form groups of 3-5
- Read the scenario on p. 33
- Discuss and respond to the question at the end (5 min.)
- Groups will share highlights with the whole class
- Review author's suggestions all together

Case Study #5: Who Closed the Sale?

- Form groups of 3-5
- Read the scenario on p. 37
- Discuss and respond to the question at the end (10 min.)
- Groups will share highlights with the whole class
- Review author's suggestions all together

Selling as a Game: Review

- Four boxes covering key points in this section (p. 39)
- Work individually with the book to fill in the blanks
- The first three finishers will get a “prize”

Selling in Tough Times

- Down times separate the pros from the amateurs
- When the going gets tough, good salespeople thrive
- Competent salespeople are employable
- Developing your skills can pay off
- Hard times develop confidence
- Keep learning, in good times and hard times

Telephone Skills

- Pay attention to what you say and how you say it
- Have a plan for your introduction
- Practice helps

Handling Complaints

- **Listen** carefully to the complaint.
- **Repeat** the complaint back; get acknowledgment you heard it correctly.
- **Apologize.**
- **Acknowledge** the customer's feelings.
- **Explain** what action you will take to correct the problem.
- **Thank** the customer for bringing the problem to your attention.

Getting Difficult Customers on Your Side

- Do not take it personally.
- Remain calm. Listen carefully.
- Focus on the problem, not the person.
- Reward yourself for turning a difficult customer into a happy one.
- When all else fails, ask for help.

Case Study #6: Wendy the Waitress

- Form groups of 3-5
- Groups will read the scenario on p. 55
- Discuss and respond to the questions (10 min.)
- Groups will share highlights with the whole class
- Review the author's suggestions all together

Case Study #7: Who Will Win the Trip to Hawaii?

- Form groups of 3-5
- Groups will read the scenario on p. 57
- Discuss and respond to the questions (10 min.)
- Groups will share highlights with the whole class
- Review the author's suggestions all together

Goal-Setting Activity

- Share goals, timelines, and resources
- Give each other additional ideas for resources
- Ask questions to ensure goals and timelines are specific and achievable
- Help each other create clear, realistic goals (15 min.)