

# Sales Fundamentals

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. It requires you to convince someone with a potential interest that there is something for them in making this interest concrete – something that merits spending some of their hard-earned money.

## Modules

- Understand the language of sales
- Types of Sales
- Prepare for a sales opportunity
- Performing a Needs Analysis
- Creative Openings
- Begin the discussion on the right foot
- Make an effective pitch
- Outlining your Unique Selling Position
- Handle objections
- Sealing the deal
- Follow up on sales
- Set Sales goals
- Set SMART goals
- Manage Sales Data
- Use a Prospect Board

## Learning Outcomes

The Sales Fundamentals Workshop will give participants a basic knowledge of sales process, plus some basic sales tools, that they can use to seal the deal, no matter what the size of the sale is.



## **2 Day Workshop**

### Getting Started

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

### Wrapping up

- Activities
- Words from the Wise
- Review of Parking Lot
- Lessons Learned