

# THE FUNDAMENTALS OF PROFESSIONAL SALES

This course provides the education, training, skills, systems and structures required to be an effective sales professional. It prepares participants to compete, excel and over achieve in today's competitive marketplace. It teaches and trains on the psychological and technical competencies for effective selling. Its competency-based approach ensures participants will leave the program knowing what to do, how to do it, and how to develop strong skills and mastery in the field of professional sales.

## COURSE UNITS

### **UNIT # 1: SALES PSYCHOLOGY & SALES DNA:**

The singular most important thing that separates Strong sales people from the rest is their mindset, their sales DNA, and their will to sell. Its 80% of the game. Here students learn how to identify and train themselves in the success mindset, and understand the Sales DNA required to excel.

### **UNIT # 3: POSTURE & EFFECTIVE COMMUNICATION:**

What people see and get about you before you open your **mouth**, sets up your effectiveness in selling. Beyond that, how you speak, listen, question, and write is significant to your success in selling. Here students learn to manage all aspects of their communication to maintain a winning edge.

### **UNIT # 5: THE OPTIMAL SALES PROCESS:**

Can you shorten your sales cycle? Can you increase your closing rate? Is the way you sell designed to give a consistent and predictable result? Adopting a best practice sales process is proven to increase sales by 10% to 15%. Here students learn to sell in a systematic and optimal way.

### **UNIT #7: GOAL SETTING, PLANNING & MANAGEMENT:**

ALL elite sales people have clearly written goals, a plan and system to achieve them. They also understand the numbers of their business. They operate with confidence and certainty because they know the exact activities necessary to win. In this unit students will understand the framework for clarifying, declaring, executing and managing their sales goals.

### **UNIT # 2: CORE VALUES OF SALES PROFESSIONALS:**

There is a compass that guides the actions and interactions of elite sales people. It is those set of qualities that have people like, trust, respect and want to do business with them. Students will develop a personal model of the values and character of strong sales professionals.

### **UNIT # 4: THE FUNDAMENTAL SELLING PRINCIPLE:**

Selling is selling, is selling, is selling. All sales are built/has evolved from a basic template for the sales process. This is what the sales process is fundamentally about. With this framework, participants will gain the confidence that comes from knowing what next to do to advance that sale.

### **UNIT # 6: THE 7 TECHNICAL SELLING COMPETENCIES:**

Selling is both an art and a science; the technical skill and the how-to, is the science of sales. In this unit students learn the core skills to be effective in sales. They will learn the skills of prospecting, connecting, needs analysis, presenting, closing, following up and handling objections.

### **UNIT # 8: MODELLING OF THE SUCCESSFUL SALES PROFESSIONAL:**

Success leaves clues. If you copy the beliefs, attitudes, habits, routines, philosophies of successful sales professionals it is impossible not to duplicate their success. In this unit participants create their development framework to practice and integrate what they have learnt into their daily lives.

*The New Home Of Professional Sales Training in The Caribbean*

## Key Benefits to Company:

1. Sales productivity and revenue will increase.
2. Sales persons will be better at differentiating their company from their competition.
3. Sales persons will take more responsibility for their results.
4. Sales candidate onboarding will be accelerated.
5. Plateaued sales people will move.

## Benefits to Participants:

1. Increased confidence.
2. Firm grasp on how to develop the psychological focus and toughness to be successful in sales.
3. Awareness and ability to navigate the hidden weaknesses which sabotages sales success.
4. Understanding of the optimal way to sell their products.
5. Having a clear framework and improved skill and resilience to hunt for new business
6. A more consultative and value-based approach to selling.
7. Shorten the typical sales cycles
8. Increase closing effectiveness.

## Participant Materials

1. Learners Guide
2. Case Studies
3. Module tools
4. Personal Sales Assessment.

## Who Should Attend?

Sales persons, account executives, business development managers, sales executives, and sales support staff from all industries, plus anyone aspiring to a sales career or starting their own business.

## Course Logistics:

<b>Duration:</b>	8 - 9 Weeks (45 hours)
<b>Dates:</b>	Tuesday, May 7 <sup>th</sup> to July 11 <sup>th</sup>
<b>Session Times:</b>	Evening Cohort – Tue & Thurs from 6:00 PM to 8:30 PM

**REGISTER TODAY**

## Registration & Information:

**Call - 876-978-1364, 876-978-4231**

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