

# Sales Skills: Advanced



## Topic-Level Outline

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### *Key Learning Objective:*

Learn advanced sales strategies to improve sales and client relationships.

Days: 1

Prerequisites: Sales Skills: Basic recommended or equivalent knowledge

### **Gaining customer commitment**

#### Building relationships

- Building good relationships with customers
- Asking the client appropriate questions
- Getting customer commitment

#### Demonstrating the need

- Identifying the stages of need
- Demonstrating need through envisioning

#### Satisfying the need

- Determining customer objections
- Negotiating with clients

### **Studying the market**

#### Sales strategies

- Understanding sales strategies

#### Analyzing markets and competitors

- Analyzing market trends
- Analyzing competitors by using the SWOT matrix
- Developing a client advisory panel

#### Researching clients

- Researching commercial clients
- Researching individual clients

### **Developing a winning strategy**

#### Consulting with clients

- Planning the solution
- Preparing the presentation
- Presenting the solution

#### Developing solutions

- Discussing the steps for developing solutions

**Effectively closing a sale**

Demonstrating the benefits

- Relating to the client's key issues

- Showing the benefits to clients

Confirming commitment

- Recognizing signals from clients

- Responding to signals

Closing the sale and following up

- Closing the sale

- Following up with clients