

Program Name	Professional Sales
Level	N/A
Pre-Requisite(s)	N/A
Recommended WEI Programs To Have Completed Prior to Starting this Program	Marketing for Business
Total Hours	40
Description	Professional Sales is a program dedicated to the sales component of the marketing strategy. Starting with identifying the key components of the sales cycle, you will learn how to craft probing questions specifically for your company's products/services. From here, you'll develop skills in anticipating and overcoming objections as well as confirming the sale. Through this process you'll craft a sales pitch you can test in the marketplace and enhance your sales mindset.

Learning Outcomes:

- Identify key components of the sales cycle
- Develop sales approaches based on needs-features-benefits
- Identify probing questions
- Demonstrate strategies for anticipating and overcoming objections
- Demonstrate techniques for confirming the sale
- Identify the ideal customer avatar(s)
- Develop a professional sales pitch
- Define customer relationship marketing
- Identify customer relationship marketing to support the sales effort
- Describe key elements of the sales mindset

Standard Topics:

- The sales cycle
- Needs-features-benefits
- Probing questions
- Anticipating and overcoming objections
- Confirming the sale
- Ideal customer avatar(s)
- Sales pitch
- Customer relationship marketing
- The sales mindset