

# **Sales Fundamentals Course**

## **COURSE OUTLINE**

### **Chapter 1: Introduction**

### **Chapter 2: Understanding the Talk**

- Types of Sales
- Common Sales Approaches
- Glossary of Common Terms

### **Chapter 3: Getting Prepared to Make the Call**

- Identifying Your Contact Person
- Performing a Needs Analysis
- Creating Potential Solutions

### **Chapter 4: Creative Openings**

- A Basic Opening for Warm Calls
- Warming up Cold Calls
- Using the Referral Opening

### **Chapter 5: Making Your Pitch**

- Features and Benefits
- Outlining Your Unique Selling Position
- The Burning Question That Every Customer Wants Answered

### **Chapter 6: Handling Objections**

- Common Types of Objections
- Basic Strategies
- Advanced Strategies

### **Chapter 7: Sealing the Deal**

- Understanding When It's Time to Close
- Powerful Closing Techniques
- Things to Remember

### **Chapter 8: Following Up**

- Thank You Notes
- Resolving Customer Service Issues
- Staying in Touch

### **Chapter 9: Setting Goals**

- The Importance of Sales Goals
- Setting SMART Goals

## **Chapter 10: Managing Your Data**

- Choosing a System That Works for You
- Using Computerized Systems
- Using Manual Systems

## **Chapter 11: Using a Prospect Board**

- The Layout of a Prospect Board
- How to Use Your Prospect Board
- A Day in the Life of Your Board