

SALES SKILLS

Online:

Paladin

consulting

Boost your productivity and competitiveness in sales

Sales plays a central role in the success of an organization. Upskill your sales professionals to boost conversions rates, customer loyalty and trust, and reputation driven by thriving customer relationships.

Customise your learning to suit your needs

select any Course or Course Sections from



Sales Cycle-Management

Sales Self-Management

Sales Cycle-Management Catalogue

Prospecting

Psychology of Prospecting
Prospecting Campaigns
Telephone/Voicemail Return
Warm Call Referral Prospecting
Dealing with Indifference

Qualifying

The "Big Five" Qualifiers
Categorizing/Organizing Leads
Buying Influencers
Sales Funnel Stages for Advancing
Developing Buying Interest

Building Rapport

Greetings and Introductions
Business Etiquette and Customer Care
Building Trust and Respect
Confidence in Any Situation
Building Positive Relationships

Questioning

Introduction to STeR Questions
Pinpointing Needs
Finding Problems
Building Needs
Questions that Sell for You

Listening

Authentic Listening
Increasing Concentration
Building Curiosity
Gaining Clarity
Critical Listening

Presenting/Recommending

Planning Persuasive Presentations
Preparing Presentations that Sell
Practising for Perfect Delivery
Presenting with Impact
Avoiding Mistakes and RX for Anxiety

Influence Techniques

Appropriate Use of Power
Six Influence Techniques
Getting Others to Follow Your Lead
Influencing Change
Credibility: Maximizing Core Influence

Negotiation Skills

Intro to Negotiation and Strategy
Planning Effective Negotiations
Opening Win-Win Discussions
Exploring Win-Win Alternatives
Reaching Agreement and Tactics

Resolving Concerns

Psychology Objections and Concerns
Preventing Objections and Concerns
Steps for Handling Objections
Resolving Objections Scripts
Resolving Concerns in Large Scales

Confirming/Closing

Psychology of Confirming Sales
How to Ask for the Business
Increasing Closing Ratios
Confirming Different Buyer Styles
Getting to Yes

Following Through

Upselling Opportunities
Preventing Buyer's Remorse
Email Etiquette Follow Through
Customer Feedback and Satisfaction
Keeping Customers for Life

Building Referrals

Psychology of Building Referrals
How to Ask for Referrals
Quick-Results Referral Techniques
Strategic Referral Techniques
Networking Your Way to the Top

Sales Self-Management Catalogue

Product Knowledge

Product and Procedural Knowledge
Competitive Knowledge
Building Credibility
Developing Expertise
Industry Trend Resource

Contact Management

Customer Relationship Management
Sales Force Automation
CRM Implementation
Customer Experience Management
Managing Customer Expectations

Time Management

Effectiveness: Missions/Goals
Efficiency: Organization/Paperwork
Scheduling Smarts
Finding Hidden Time
Maximizing Productivity

Responsible Initiative

Personal Leadership
Initiative for Responsible Results
Achieving Results with Others
Personal Accountability
Overcoming Obstacles

Coaching/Mentoring

Getting the Right Help
Mentoring Peers
Coaching Peers
Self-Coaching
Giving and Receiving Feedback

Career Development

Overcoming Workplace Barriers
Assertiveness
Meeting Skills
Conflict Management
Moving Up the Ladder

Problem Solving

Early Problem Recognition
Creative Problem-Solving
Defining Problems Accurately
Confident Decision-Making
Crisis Resolution

Ethics

Introduction to Ethics
Employee Ethical Responsibilities
Ethical Dilemma Decision-Making
Ethical Problem-Solving
Leading Ethical Conduct

Stress Management

Stress for Success
Stress Management Techniques
Resiliency
Balancing Home and Career
Preventing Job Burnout

Rewards/Recognition

Giving Rewards and Recognition
Self-Appreciation
Appreciative Inquiry
Customer Appreciation
Empowered Compliments

Critical Thinking

Introduction to Critical Thinking
Managing Deception and Fallacies
Persuasive Arguments
Checklists for Rational Decisions
Optimal Understanding: Explanations

Project Management

Intro to Project Management
Project Definition
Project Planning
Project Implementation
Project Closure

Not sure which Courses or Course Sections you will benefit from learning?



Take the Sales Skills Inventory Assessment



for a detailed report of your sales skills in ranked order from strengths to areas in need of improvement, which are then compared to current industry standards.

60

Covers an extensive 60 areas of strengths and opportunities for development



Aids peak performance



Surveys abilities, assets and resources for sales excellence



Promotes accountability



Eliminates ineffective habits and behaviours

120 questions based on 24 critical areas of sales competency

Sales Cycle-Management

Sales Self-Management

Pinpointing Prospects

Prospecting
Qualifying
Building Rapport

Building Foundations

Product Knowledge
Contact Management
Time Management

Helping Others

Questioning
Listening
Presenting

Developing Your Career

Responsible Initiatives
Coaching and Mentoring
Career Development

Navigating Challenges

Influencing
Negotiating
Resolving Concerns

Working with Problems

Problem-Solving
Ethics
Stress Management

Confirming and Continuing

Confirming and Closing
Follow-Through
Building Referrals

Developing Yourself

Rewards and Recognition
Critical Thinking
Project Management

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