

Sales Mastery (E-Learning Course)



R 1, 250 Ex VAT



Course time: 210min



License valid for 14 days

About the Course

Best way to sell something: Don't sell anything! Earn the awareness, respect and trust of those who might buy.

The definition of a sale is actually very simple, the process however of turning someone into a buyer can be extremely complex. It requires you to convince someone with potential interest that there is something for them in solidifying their interest – something that merits them spending their hard-earned money. But there is also so much more... including the customer experience! Why should they every come back?

“We can hire nice people and teach them to sell but we can't hire sales people and teach them to be nice.” Bruce Nordstrom

Who Should Attend

This course is for anyone who wants the essential techniques and strategies to help you build relationships and networks, create meaningful customer experiences and ultimately close more sales and exceed your targets. This is your opportunity to take that first step!

Modules That Form Part of the Course

MODULE NAME	ABOUT THE MODULE	MODULE DURATION
Be Likeable	We are influenced at a conscious and unconscious level all the time – through the people we meet and interact with, and of course advertising and marketing. Being likable will help you to influence people at all levels, and this course will help you to discover how to do that. At the conclusion of this course you should have: Looked at the fundamentals that have to be in place if we want people to buy from us.	5 Minutes
Closing	When it comes to closing a sale it is important to ask for the sale. This bite sized module shows you how to create a clear closing process and provides some unique closing questions. At the conclusion of this course you should have: Learned how to create a clear closing process and some unique closing questions.	5 Minutes
Closing with Confidence in Sales	Everything comes to a close. Even though closing is the most natural part of the sales process, most people experience tension and a fear of failure. This course simplifies the closing process, ensures you're in alignment with your customer, and minimises those fears of failure and tension. At the conclusion of this course you should have: Close with confidence, move opportunities forward in the right direction and clear customer commitments.	5 Minutes
Always be closing	You can get everything right during a sales pitch, but if the close isn't on point, it's all for nothing. The course is a quick overview of the necessity of closing sales well, plus an outline of some important closing types. It also runs through the pros and cons of each, and the necessity for a good 'groundwork' conversation for any closing technique to work. It's more an overview than an in-depth investigation, and is useful for a refresh or to learn something quickly. Topics include: The reasons for a good close, the different types of closing techniques and pros and cons of different types of close.	10 Minutes
Commitment & Consistency	This bite sized module explains that if you can actually get products in buyer's hands, even if there is no official commitment to buy them, your chances sales increase. Find out why publicly sharing your commitments makes you stick to them. At the conclusion of this course you should have: Learned why publicly sharing your commitments makes you stick to them.	5 Minutes
Do Your Research	Before you pick up the phone or open a new e-mail to contact a sales prospect, you should already be an expert on the people or organisation you are trying to reach. Find out why research is just as critical as any other sales step by doing your research on doing your research. At the conclusion of this course you should have: Found out why research is just as critical as any other sales step	5 Minutes

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Modules That Form Part of the Course Continued.

MODULE NAME	ABOUT THE MODULE	MODULE DURATION
Features, Advantages and Benefits	This bite-sized module looks at why you should think of your product or service in three distinct parts. Features, advantages, and benefits. Find out people really only buy benefits, not features or advantages. At the conclusion of this course you should have: Discovered why you should think of your product or service in 3 distinct parts and found out why people only really buy benefits, not features or advantages.	5 Minutes
Follow Up	How many interactions does it take to get the sale? This course will tell you where typical sales people fail and how far you need to go to become the best. Find out what stage of the sales process you would normally give up. At the conclusion of this course you should have: Learned where typical sales people fail and how far they need to go to become the best.	5 Minutes
How to Engage Customers in Telephone Conversations	Some estimates claim a person loses over 60 percent of their ability to communicate over the phone. After all, all you can work with is your voice—no body language or facial expressions to fall back on. However, your voice can still be a powerful tool when used properly. Learn how to make the most of your phone selling by incorporating five voice techniques. At the conclusion of this course you should have: Engaged your customers over the phone, used the power of your voice and stood out from your competition.	10 Minutes
Handling Objection in Sales	"People are always going to have anxieties when it comes to spending company money. A vital skill a salesperson must have is the ability to overcome sales objections with precision and confidence. And luckily for you, this course is here to show you how." Topics include: Why handling objections is so crucial to landing sales, the difference between objections and rejections and how to handle objections using the LAER technique.	15 Minutes
How to Influence	Influencing a prospect to buy is a challenge. Which is why it's worth understanding the psychological principles behind the influencing process. At the conclusion of this course, you should have: Found out about the six principles of influence (Cialdini's model).	5 Minutes
Know Your USPs	You need to identify benefits that differentiate your product or service from the competition – if you have real USPs, then tell buyers! This module looks at how you can identify your product or services unique selling point which makes you stand out from the crowd. At the conclusion of this course you should have: Learned how you can identify your product or services unique selling point which makes you stand out from the crowd.	5 Minutes
Leave Something Behind	It is a good idea to leave something behind with the buyer which will make the conversation memorable. Find out why something as simple as a free pen can make a big difference in your sales success. At the conclusion of this course you should have: Discovered why you should leave something behind as a free gift and how it can make a big difference in your sales success.	5 Minutes
Listening Skills—Transform Your Customer Interactions	Listening may be the most underrated skill in selling. Good listening skills are a must in developing strong customer relationships. Poor listening is a flaw that's often fatal to long-term success. Learn five listening techniques that will enhance your ability to establish trust and openness with your customers. After completing this course, you will understand: Transform your customer conversations through effective listening, increase your customer's comfort in sharing important information with you and enhance your personal selling brand.	15 Minutes

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Modules That Form Part of the Course Continued.

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Master the Art of Negotiating	The course helps you avoid the fatal flaw of negotiating too early in the sales process. Once you've entered the negotiation phase, it's essential to recognize what type of negotiator you're dealing with and adjust to create the optimal outcome. This course focuses primarily on how to create balanced agreements with your customers. At the conclusion of this course you should have: Generate more revenue, recognise and neutralise negotiation games and create equitable deals for both sides.	10 Minutes
Presenting Compelling Proposals	After all your hard work just getting to the proposal stage, don't short-change yourself or your opportunity by presenting a mediocre proposal. Incorporate the four components outlined in this training to enhance your credibility and gain an edge over your competition. This course helps you leverage the information you gained during your discovery process and organise it in a way that helps your customers build the case to move forward. At the conclusion of this course you should have: Increase your success rate, present compelling proposals and create urgency to move forward with your proposal.	5 Minutes
Scarcity	A great way to influence a sale, is to convince people that they're missing out if they don't act quickly. This bite sized module explains how you can speed up buyer decision making by using the power of scarcity. At the conclusion of this course you should have: Found out why a 'soon to be gone' promotion will sky rocket your sales.	5 Minutes
The Pitch	Pitching can be a very daunting experience, but as with so many aspects of sales, the key to success is preparation. To create a successful pitch, you need a system and this bite-sized module shows you why the six-step process is ideal to follow when you're delivering a formal pitch. At the conclusion of this course you should have: Discovered a six-step process, ideal to follow when you're delivering a formal pitch.	5 Minutes
Taking Notes	The simple act of taking sales notes can significantly improve your sales success. This bite sized module explains why you should grab a notepad before your next sales meeting. At the conclusion of this course you should have: Found out how taking notes in the sales meeting or keeping a sales diary can improve future marketing.	5 Minutes
The Power of Silence	This bite sized module tells you how long the average sales person waits before speaking and why staying silent will make you miserable at first, but ultimately lead to more sales. At the conclusion of this course you should have: Discovered how long the average sales person waits before speaking and why staying silent will make you miserable at first, but ultimately lead to more sales.	5 Minutes
Authority and Social Proof	This bite sized module looks at two influencing principles, authority and social proof. Find out why customer testimonials are critical to getting others to believe in your product or service. At the conclusion of this course you should have: Examined the two influencing principles: "Authority"; and "Social Proof" and learned about the importance of customer testimonials.	5 Minutes
Effective Questioning for Sales	Engage your customers in productive and interesting conversations by asking a variety of question types. You can take the guesswork out of sales just by asking thoughtful questions. Here, we'll look at 12 question types that'll help you gain a competitive advantage. At the conclusion of this course you should have: Engaged in productive customer conversations, uncovered critical success factors and established credibility.	15 mins

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Modules That Form Part of the Course Continued.

MODULE NAME	ABOUT THE MODULE	MODULE DURATION
Selling through Questioning	Questioning is to sales what arrows are to archery. Sort of. You'll want to fill your quiver with a range of arrows, so you'll always have the right one for the target. This course will tell you about different questioning types and techniques you can use to get the most out of your fact-finding sessions. It's designed to help those in sales get a more well-rounded understanding of the role of questioning during the sales process, and how getting it right will help them achieve their goals. Topics include: Hints and tips for how to ask and structure your questions, insights into questioning mind-sets and different question types, including open and closed questions.	10 Minutes
Establishing Trust with Customers	Trust. It is the true foundation of any strong, long-lasting relationship, isn't it? And the importance of trust is no more evident than when it comes to sales. Because if a customer gets even the slightest whiff that you are not totally trustworthy, you can say "sayonara" to your sale. Regardless of what you are selling, if they do not trust you, they will not buy from you. Topics include: Why is trust so important to customers, what a lack of trust can mean to your sales, techniques to earn your customers trust.	10 Minutes
Negotiating Electronically	The course will give you an understanding of the distinctions between negotiating electronically versus the alternatives, and as such, why you might choose (or choose not) to do it. If that choice is made for you, it'll also help you figure out the tricks and techniques you need to make the most of your returns. Topics include: The background of electronic negotiation, the key differences between electronic negotiation and other methods and how to get the most out of electronic negotiation.	10 Minutes
Presenting for Sales People 2019	In this course we will show you what makes goes into creating a great sales presentation, as well as what does not. We will explore the different types of sales presentations and when you should use them, as well as show you some techniques and tips you should employ when planning your next presentation. Topics include: The importance of the sales presentation, the different types of presentation, what to avoid when presenting and the steps to a perfect presentation.	10 Minutes
Mastering Cross-Cultural Negotiations	If you're involved in any kind of international sales, you'll need to know about cross-cultural negotiation. However, the skills you'll learn here are relevant even if you're only dealing with your next-door neighbour. Find out why in this course. We're all different. Beautiful unique snowflakes. So while treating someone the way you'd want to be treated sounds great, not everyone is like you. You need to treat them the way they'd want to be treated. This course will give you the info you need to be able to put yourself into your prospect's shoes, wherever they're from, to get more wins at the negotiation stage. Topics include: What role culture has on negotiation, how to prepare for cross-cultural negotiations and the mindset to adopt for negotiating across cultures.	15 Minutes

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