

PRIMESALES™

Who should attend?

This course is designed for Applied Materials Sales Managers and Field Managers who require the methodical approach to buyer-focused selling.

Course Benefits

Increase knowledge of techniques and tools needed for successful business performance.
Improve skills that affect daily business operations.

Course Objectives

- Understand successful buyer-focused selling behaviors.
- Influence buying decisions.
- Respond effectively to buyer's needs at all stages of the buying cycle.
- Match the six steps in the selling cycle to the buyer-focused selling model.
- Improve sales results by developing effective telephone communication.
- Improve sales results by developing effective listening and non-verbal communication skills.
- Develop effective sales proposals.
- Develop organizational activities to assure sales success.
- Gather the information you need to qualify suspects as prospects.
- Plan a structured approach to sales calls to increase your chances of success.
- Make the opening statement and select the right strategies to move to the next step.
- Use appropriate questioning techniques to improve information gathering.
- Make effective presentations to highlight the benefits of the solution.
- Recognize the verbal and non-verbal signals that indicate it's time to close the sale.
- Encourage customer feedback and adapt your presentation accordingly.
- Recognize the right strategies to bring the sales call to an effective conclusion.

Course Modules

1. *Seller Behaviors*
2. *Buyer Behaviors*
3. *Buyer-Focused Selling*
4. *The Selling Cycle*
5. *Telephone Communication*
6. *Communication Skills*
7. *Written Communication*
8. *Managing a Territory*
9. *Gathering Information*
10. *Planning a Sales Call*
11. *Probing and Questioning*
12. *Presenting Solutions*
13. *Buyer Reactions*
14. *Concluding a Call*

Registration Information

Prerequisites: None

Course Length: 26 Hours

Course Type: Web-based Training

Course Number: TRNWEB-65

To enroll or for more information on our products and services, please call our registrar at one of the numbers below or go to www.appliedtraining.com.

- 1-800-468-8888, option 4 (United States)
- 1-512-272-0027 (International)

Computer System Requirements:

Attending this course requires a Windows 98, NT, 2000 or XP computer using Internet Explorer 5.5 or higher. 128MB RAM or higher and high-speed Internet access is also highly recommended.