



Sales Series

(2 day Instructor-Led Course)

Course Overview

The CBP™ Sales Certification lays the foundation for professional selling by developing the selling process using effective sales methodologies. You will learn the skills and tactics of the leading sales professionals and take part in interactive scenarios to master those skills.

The CBP™ Sales certification module covers all the major sales stages and teaches the best practices in the sales industry.

Who Should Attend

This course is recommended for sales professionals, account executives, front-line workers and business professionals, who wish to specialize in the sales business segment.

Prerequisites

This course requires that students meet the following prerequisites:

1. The candidate must have a commitment to the pursuit of excellence.
2. The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

What You Will Receive

Students will receive an official course manual for post class reference and review.

Certification Preparation

This module prepares candidates to sit the Certified Business Professional exam – **C30-508**

Follow-up Courses

- Leadership Series
- Customer Service Series
- Business Etiquette and Professionalism Series
- Business Communication Series

Module 1: Introduction to Selling

- Definition Selling
- The Definition of a Seller
- The Definition of a Buyer
- Selling
- Sales Requirements
- Sales Strategies and Tactics
- Attitude
- Ways we sell
- Person-to-Person
- Telemarketing
- Direct mail
- Email
- Internet
- Seminars & Conferences
- The Selling Process - Strategies & Tactics
- The Selling Process
- Sales Stages
- Product Knowledge
- Develop a Positive Sales Attitude
- Enjoy Selling
- Be Excited

Module 2: Prospecting Success Strategies

- The Prospecting Stage
- Prospecting
- What is prospecting?
- What is a prospect?
- A Customer Profile
- Building your customer profile
- Channel Ratings
- Lead Channels
- Decision Making Authority
- The Decision Maker
- The Decision Influencer
- Political Influence
- Financial Influence
- Technical Influence
- End-User

Module 3: First Contact Success

Strategies

- The First Contact Stage
- Establishing Buyer Trust
- Building Rapport
- Smile
- Handshake
- Let's have some fun
- Use Names
- Let the Fun Continue
- Be Sincere and Friendly
- Using a Trust Substitute
- Common Ground
- Compliment and Affirm
- Professional Greeting
- Professional Image
- Be on Time
- Body Language and Eye Contact
- Step 1 - Greeting
- Step 2 – Introduction & Rapport
- Step 3 – The Purpose
- Step 4 – Permission question
- Attention Grabbers

Module 4: Qualification Success Strategies

- The Qualification Stage
- The Qualification Process
- Buying Criteria
- Buying Motive
- Qualification Steps
- Discovery Questions
- Discovery Questioning Styles
- Close-ended Questions
- Open-ended Questions
- Alternative Questions
- Assessment Questions
- Reward Questions
- Effective Listening Skills

Course Outline: CBP™ Sales Series

Module 5: Presentation Success Strategies

- The Presentation Stage
- Delivering a Prospect-specific Presentation
- Prospect-specific Information
- Buyer Motives
- Personal Attention
- Safety
- Financial
- To Own Things
- Proof-of-Success
- Product Demonstration
- Success Stories
- Customer Testimonials
- Industry Reviews and Evaluation
- Awards
- Feedback
- Keys to a Powerful Presentation
- Energy & Passion
- Be Positive
- Assume the Sale

Module 6: Successful Objection Resolution

- Resolving Objections Stage
- Strategies
- Resolving Objections
- Create Objection Responses that reduce Conflict
- Acknowledge
- Identify with
- Resolve
- Uncovering Hidden Objections
- Hidden Objection
- Ready to Close
- Fear of Buying

Module 7: Successful Closing Strategies

- Closing Stage
- The Fear Barrier
- Seller's Fear
- Buyer's Fear
- Buying Signals
- Verbal Buying Signals
- Non-verbal Buying Signals
- Strategies for closing the sale
- Direct Close
- Minor Point Close
- Alternative/Multiple Choice Close
- Action Close
- Opportunity Windows Close
- Benefits Close
- Trial Product Close
- Objection Close
- What do you do if your prospect says no
- What do you do when a sale is lost?

Module 8: Wrap-up & Follow-up Strategies

- Wrap Up & Follow-up
- Referrals
- Follow-up & Repeat Sales
- Strategies that Create Repeat Sales