

## **SALES: Prospecting, Qualifying & Completing**

**DAYS OF TRAINING:** 2

**PREREQUISITES:** None

### **INTRODUCTION TO SELLING**

Introduction to buying and selling  
The sales model

### **SALES SKILLS**

Organization  
Communication  
Personal motivation

### **THE SALES PROCESS**

The selling process  
The buying process

### **PROSPECTING**

Introduction to prospecting  
Prospecting methods  
Phone prospecting

### **QUALIFYING**

The qualifying process  
The questioning process

### **PRESENTING**

Selling process and strategy  
Buyer types  
Presenting to buyers

### **COMPLETING**

Negotiating  
Closing the sale

### **SERVICING**

Customer service  
Service as a process

### **USING WHAT YOU'VE LEARNED**

The implementation phase  
Resources and tools

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