

**American Management Association's
*Fundamental Selling Techniques for the
New or Prospective Salesperson***

Learning Objectives

- Identify the Behaviors, Characteristics, and Skills of a Successful Sales Professional
- Explain the Importance of Sales to Any Organization
- Describe Various Selling Models
- Use a Customer-Centered Selling Approach to Provide Value
- Apply Communication and Sales Tips, Tools, and Techniques to Improve/Enhance Sales Performance

LESSON ONE

The Importance of Sales

- Define Sales from a Customer-Centered Perspective
- Describe a Customer's Buying Cycle Process
- Describe How Sales Functions Are Different from the Functions of the Rest of an Organization
- Explain How Sales Creates Opportunities That Contribute to the Industry and Organization
- Identify How Sales Department Interacts with the Entire Organization

Successful Sales Process

- Identify Characteristics of a Successful Salesperson
- Describe the AMA Sales Process

Plan for the Business

- Describe How to Analyze an Industry and Territory
- Identify Information That Should Be Included in a Customer Profile
- Apply Segmentation Codes to Differentiate Customers
- Describe How to Prepare Competitive Advantage Statements

LESSON TWO

Find and Qualify the Business

- Identify Resources and Methods for Generating Leads
- Identify Categories of Customers
- Strategize Ways to Respond to Common Objectives
- Compute Sales Activities Ratios
- Schedule Time Effectively for Sales Activities

LESSON THREE

Earn the Business

- Describe the “Earn the Business” Process Steps
- Identify Ways of Opening a Sales Call
- Apply Questioning Techniques to Discover and Confirm Needs
- Discuss Strategies to Present Options and Resolve Objections
- Describe Closing Techniques

LESSON FOUR

Earn the Business (cont'd)

- Describe the “Earn the Business” Process Steps
- Identify Ways of Opening a Sales Call
- Apply Questioning Techniques to Discover and Confirm Needs
- Discuss Strategies to Present Options and Resolve Objections
- Describe Closing Techniques

Deliver the Business

- Describe the “Deliver the Business” Process Steps

Manage the Relationship

- Describe the “Manage the Relationship” Process Steps
- Identify Technologies and Methods for Maintaining Customer Information
- Discuss Strategies for Maintaining Communication with a Customer

Putting It All Together

- Apply All Major Concepts Covered in This Seminar

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