

# Course Description

## Building Effective Sales Techniques AMS266



### Overview

Building Effective Sales Techniques is designed for sales people that are fresh to the field and need to achieve rapid sales success. This program will help participants transform into highly competent sales professionals. This course will introduce fundamental and effective sales practices ranging from prospecting, getting appointments, establishing rapport, crafting solutions, overcoming objections, closing the deal, territory and time management to creating a personal success plan.

Throughout the program, participants will acquire the confidence and enthusiasm that separates the pros from the “run-of-the-mill”. Students will learn how attitude gets you by gatekeepers, helps you book appointments, builds trust, and ultimately leads to bigger sales.

### Learning Objectives

- Learn how to build relationships with decision makers
- Develop a confident self-image for sales success
- Understand how to use your existing relationship to leverage business
- Gain the ability to build instant credibility
- Learn how to ask the right questions
- Understand tactics to win commitment
- Be able to use powerful conversation theory to reach a mutually beneficial conclusion
- Gain the ability to follow-up and follow-through to render additional sales opportunities

### Format

This program is a highly interactive and adaptive.

### Duration

Three Days

### Who Should Attend

New Sales Professionals who are looking to achieve rapid results and sales success.