

Sales Process Syllabus

A. Description

This course explains the specific intelligent process that is used to become a professional salesperson. It focuses on what a salesperson should do, not only in their personal development, but also for the potential customer. Understanding the three values centers in a sale, how to build value with value stories, and knowing how to satisfy the three needs of a customer are key factors in the execution of the process. There are 6 specific steps in the actual sales process that are discussed and explained. Additional information on economic intelligence, opinions, empathy and danger signals that can occur during a sale is also discussed. Emphasis is placed on a tried and true method that has been used for over 40 years to promote sales.

B. Organization

This is an on-line course that progressively takes you through each chapter. A learning guide is available to further assist in the explanation of the information with exercises to increase understanding.

C. Objectives

1. To identify the 3 reasons why salespeople are not successful
2. To give examples of how salespeople are stereotyped by the consumer and how to prevent those descriptions
3. To define and understand a sale and to describe the proper environment that is necessary to create a sale
4. To interpret and institute the 8 steps to becoming a professional salesperson in your personal life
5. To understand the importance of the 3 value centers in creating a sale
6. To create personal value stories in all 3 value centers that will demonstrate trust for a potential client
7. To summarize and list ways to satisfy the 3 needs of all customers before committing to a sale
8. To explain the importance of following a specific process in creating a sale
9. To be able to describe the 6 steps in the sales process and give examples of the key concepts in each step
10. To identify the ways to obtain an appointment and the 5 steps in successful prospecting
11. To understand how to use a positioning statement successfully
12. To develop ways to make yourself assertive and valuable enough for a customer to want your services
13. To demonstrate the bonding techniques needed to create a positive emotional environment
14. To simulate the proper questioning techniques necessary to learn how a person feels
15. To learn ways to qualify a customer to determine the proper solutions
16. To explain the steps necessary to complete a contract for your company and the customer and to show knowledge of the actions that must be fulfilled by each party

17. To demonstrate knowledge of proper follow-through procedures with your company and your customer
18. To give examples of ways to preempt a problem using economic intelligence
19. To recognize and be able to develop strategies to deal with danger signals that commonly occur in a sale

D. Course Videos

1. Introduction
2. Perceptions of Salespeople
3. What A Professional Salesperson Need to Do and What They Can't Do
4. The 8 Steps to Becoming A Professional Salesperson
5. How A Sale Is Created and How Does One Get People to Buy
6. The 3 Value Centers of a Sale - How to Build Value
7. The 3 Needs That Must Be Satisfied
8. Why Use an Intelligent Process
9. The Effective Sales Process - Steps 1 - 3
10. Effective Sales Process - Step 4
11. Close the Sale and Follow Through - Steps 5 - 6
12. Additional Keys to A Successful Salesperson
13. Conclusion

E. Lessons/Chapter Videos/ Quizzes

Lesson 1:

Chapter video 1: Introduction

Lesson 2:

Chapter video 2: Perceptions of Salespeople

Lesson 3:

Chapter video 3: What Professional Salespeople Need to Do and What They Can't Do

Chapter 1-3: Quiz

Lesson 4:

Chapter video 4: The 8 Steps to Becoming a Professional Salesperson

Lesson 5: How to Create a Sale

Chapter video 5: How a Sale is Created and How Does one Get People to Buy

Chapter 4,5: Quiz

Lesson 6: How to Build Value

Chapter video 6: The 3 Value Centers of a Sale. How to Build Value

Lesson 7:

Chapter video 7: The 3 Needs That Must be Satisfied

Chapter 6,7: Quiz

Lesson 8:

Chapter video 8: Why Use an Intelligent Process

Lesson 9:

Chapter video 9: The Effective Sales Process- Steps 1-3

Lesson 10:

Chapter video 10: The Effective Sales Process- Steps 4

Chapters 8-10: Quiz

Lesson 11:

Chapter video 11: Close the Sale and Follow Through- Steps 5 & 6

Lesson 12:

Chapter video 12: Additional Keys to a Successful Salesperson

Chapter video: Conclusion

Chapters 11-13: Quiz

Final

F. Completion of Course

After viewing each video lesson, completion of the course is attained by achieving a 90% on each quiz and final test.