

Contract Trainers Australia

Professional Trainers supporting
Training Departments
Project Teams &
Training Companies across Australia



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In this increasingly competitive marketplace we always need an edge to position our value proposition more effectively to gain the sale whilst maintaining our margin.

Sales Training Course Outline

"This sales training course will help each participant sell more, discount less and develop stronger relationships with their clients"

Foreword

Whether you are a natural sales person, very experienced or a hungry new sales person we can all benefit from the chance to re-focus, re-energise and refine out techniques and strategies.

In this increasingly competitive marketplace we always need an edge to position our value proposition more effectively to gain the sale whilst maintaining our margin.

This sales training course will be delivered by an experienced Sales Professional with years in the market as a successful sales person and as a successful sales trainer.

Sales is not just about being nice and having cups of coffee, this course will help you be seen as a solutions provider that is valued and recognised as a professional by their clients.

Who should attend?

Anyone that want to meet and exceed their targets more regularly.

Course length

1-day

<p>Sales Training Course - Lesson 1 Defining the Sales Process</p> <ul style="list-style-type: none">• Type of Sales• Common Sales Approaches• Glossary of Common Terms	<p>Sales Training Course - Lesson 2 Getting Prepared to make the Call</p> <ul style="list-style-type: none">• Identifying your Contact Person• Performing a Needs Analysis• Creating Potential Solutions
<p>Sales Training Course - Lesson 3 Creative Openings</p> <ul style="list-style-type: none">• A Basic Opening for Warm Calls• Warming up Cold Calls• Using the Referral Opening	<p>Sales Training Course - Lesson 4 Active Listening</p> <ul style="list-style-type: none">• The importance of active listening• Minimal Encouragers• Restating and Paraphrasing to gain commitment

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With 300 trainers Australia wide we can provide a trainer to meet your needs.



<p>Sales Training Course - Lesson 5 Delivering Presentations that SELL</p> <ul style="list-style-type: none">• Features and Benefits matched to Customer Need• Outlining your Unique Selling Proposition• The Burning Question that every Customer wants Answered	<p>Sales Training Course - Lesson 6 Managing the Sale</p> <ul style="list-style-type: none">• Sales psychology 101<ul style="list-style-type: none">◦ Leading representational bias◦ Tie-Downs◦ Tag-Ons• Competing without competing on price - and maintaining your professionalism
<p>Sales Training Course - Lesson 7 Handling Objections</p> <ul style="list-style-type: none">• Common types of Objections• Basic Strategies• Advanced Strategies	<p>Sales Training Course - Lesson 8 Closing the Sale</p> <ul style="list-style-type: none">• Understanding when it's Time to Close• Powerful Closing Techniques• Things to Remember
<p>Sales Training Course - Lesson 9 Following Up</p> <ul style="list-style-type: none">• Thank-you Notes• Resolving Customer Service Issues• Staying in Touch	<p>Sales Training Course - Lesson 10 Setting Goals</p> <ul style="list-style-type: none">• The Importance of Sales Goals• Setting SMART Goals
<p>Sales Training Course - Lesson 11 Managing your Data</p> <ul style="list-style-type: none">• Choosing a System that Works for you• Using Computerised Systems• Using Manual Systems	<p>Sales Training Course - Lesson 12 Manage your pipeline</p> <ul style="list-style-type: none">• What is a sales pipeline• The stages from prospect to customer• How to determine your prospects stage• We share our experiences

Sales Training is one of the Professional Development Training Courses delivered by **contract trainers** in Brisbane, Sydney, Canberra, Melbourne, Adelaide and Perth.

Web links:

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