

# Advanced Sales Skills for the 21<sup>st</sup> Century - 1 Day

**Course Description:** This one-day course is designed for sales professionals who already have foundational sales skills. This course will focus on using those foundational skills in a new way with additional techniques for higher close rates. Students will learn how to build a sales model full of return sales and repeat business, examine the psychology of selling, and ways to increase your own personal magnetism. This course will focus on behavior and performance skills that will make positive changes and create higher results.

## Course Objectives:

### Objective 1: Examine the sales process of the normal transaction

- Compare traditional sales process with advanced model of sales
- Analyze how to fill the pipe line for greater sales profits



virtual  
instructor-led

### Objective 2: Identify ways to increase customer value to the individual buyer

- Evaluate closing techniques and ways to make them better
- Examine the seven step process organizational buyers make
- Define five stage selling process
- Explain presentation techniques that assist in moving the customer along
- Evaluate what it takes to be a super star
- Discuss the barriers of selling the invisible

### Objective 3: Analyze communication techniques of reflective listening

- Recognize body language and what the customer is really saying
- Analyze ways to ask purpose driven questions for better results
- Identify how to read people like a book

### Objective 4: Examine negotiation skills that can create a win-win relationship

- Compare negotiating styles and ways to counter each incident
- Examine marketing secrets that can boost your sales volume
- Create follow-up techniques that get buyers to return