

# Sales Skills: Basic

## Topic-Level Outline

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### **Key Learning Objective:**

**Learn basic sales strategies to improve sales and client relationships.**

**Days:** 1  
**Prerequisites:** None

### **Sales fundamentals**

The sales process  
    Understanding the sales process  
Elements of selling  
    Collaborating with clients  
    Discussing decision-making practices  
Understanding sales terms  
    Discussing sales terminology

### **Your professional self**

Developing your character  
    Identifying beneficial personal characteristics  
    Identifying beneficial skills  
Managing yourself  
    Establishing credibility  
    Behaving professionally

### **Handling clients**

Finding your clients  
    Prospecting for potential clients  
    Making successful sales calls  
    Discussing networking  
Connecting with your clients  
    Discussing the importance of visibility and allies  
    Putting the client at ease  
Finding solutions  
    Discussing the problem-solving process  
    Taking a proactive approach

### **The sales presentation**

Anticipating objections  
    Handling stalling and objections  
Creating a sales presentation  
    Discussing the presentation  
    Identifying the characteristics of a good presentation  
    Identifying presentation elements  
Responding to objections  
    Addressing objections