

MONA SCHOOL OF BUSINESS & MANAGEMENT

THE UNIVERSITY OF THE WEST INDIES, Mona

COURSE OUTLINE

Programme: Executive Development Courses

Course Title: **Selling Successfully: A Guide to Sales Techniques**
SBSC 6304

Contact Hours: Twelve (12)

COURSE RATIONAL:

This course is designed to cover the fundamentals of personal selling and introduce the participants to the various kinds of selling environment and the strategies to be utilized in each. Inference will be drawn from the personal experience of the presenter to provide valuable insights into successful tactics that may be utilized to succeed in the profession.

WHO SHOULD ATTEND?

Sales Representatives; Sales Supervisors; Sales Managers; Sales Team Leaders; New Business Owners and Business Managers.

TOPICS COVERED:

- Definition of Sales
- Market and types of markets – commodities, services, financial, technology, knowledge and information
- Preparing to succeed in the profession
- Goal Setting
- Tracking Personal Performance
- Integrity
- Communication and listening
- Selling Cycles
- Mastering the Basics – Prospecting, Approach, Presentation,
- Converting objections into opportunities, Successful closing Techniques, Sales Presentation Techniques
- Prepared Sales Presentation (Canned Sales)
- Tele Sales

- Face to Face Presentation
- Selling Strategies – Product Selling, Needs Selling, Consultative Selling, Collaborative Selling
- Negotiating win/win strategies
- Guerrilla sales strategy - Leveraging the strength and weaknesses of your product and your competition
- Know what your competition is doing and do it better or differently
- Sales Insights – e.g. speaking in the language of your client
- Managing Self – Motivation, budget, time, achieving work/life balance
- Personal Performance versus Team Performance

CERTIFICATION:

In designing this course, MSBM is treating it as a significant development opportunity. As such, the decision was taken to include certification which goes beyond the usual certificate of participation which really only acknowledges that someone has attended a training session.

In providing certificates of achievement, MSBM will be attesting to the fact that participants have been tested to demonstrate competence in the subject matter. The programme will therefore include individual and/or group assignments for grading.