

CBP Sales



Course overview

This module lays the foundation for professional selling by developing the selling process using effective sales methodologies. You will learn the skills and the tactics of the leading sales professionals and take part in an interactive scenario to master those skills. The CBP sales module covers all the major sales stages and teaches the best practices in the sales industry.

Who should attend

This course is designed for candidates who wish to specialize in a specific business skills segment.

Prerequisites

This course requires that students meet the following prerequisites:

1. The candidate must have a commitment to the pursuit of excellence

What you will receive

Each student will receive a copy of the course manual for post-class reference and a certificate.

Certification preparation

This module prepares candidates to sit the Certified Business Professional exam – C30-508.

Follow-up courses

- Leadership
- Customer service
- Business etiquette
- Business communication

Course Outline: CBP™ SALES

Module 1: Introduction to selling

- Definition of selling
- The definition of a seller
- The definition of a buyer
- Selling
- Sales requirements
- Sales strategies and tactics
- Attitude
- Ways we sell
- Person-to-person
- Telemarketing
- Direct mail
- Email
- Internet
- Seminars and conferences
- The selling process - strategies and tactics
- The process
- Sales stages
- Product knowledge
- Develop a positive sales attitude
- Enjoy selling
- Be excited

Module 2: Prospecting success strategies

- Prospecting
- What is prospecting
- What is a prospect
- A customer profile
- Building your customer profile
- Channel ratings
- Lead channels
- Decision making authority
- The decision maker
- The decision influencer
- Political influence
- Financial influence
- Technical influence

Module 3: First contact success strategies

- First contact
- Establishing buyer trust
- Building rapport
- Smile
- Handshake
- Use names
- Be sincere and friendly
- Using a trust substitute
- Common ground
- Compliment and affirm
- Professional greeting
- Professional image
- Be on time
- Body language and eye contact
- Attention grabbers

Module 4: Qualification success strategies

- Qualifications
- Buying criteria
- Buying motive
- Qualification steps
- Discovery questions
- Close-ended questions
- Open-ended questions

Module 5: Qualification success strategies

- Alternative questions
- Assessment questions
- Reward questions
- Effective listening

Module 6: Presentation success strategies

- The presentation stage
- Delivering a prospect-specific presentation
- Prospect-specific information
- Buyer motives
- Personal attention
- Safety
- Financial
- Proof-of-success
- Product demonstration
- Success stories
- Customer testimonials
- Awards
- Feedback
- Keys to a powerful presentation
- Energy & passion
- Be positive
- Assume the sale
- Summarize
- Exercise

Module 7: Successful objection resolution

- Strategies
- Resolving objections
- Create objection responses that reduce conflict
- Acknowledge
- Identify
- Resolve
- Product/service
- Uncovering hidden objections
- Ready to close
- Ready to close but has a fear of buying

Module 8: Successful closing strategies

- Closing stage
- The fear barrier
- Sellers fear
- Buyers fear
- Buying signal
- Verbal buying signals
- Non-verbal buying signals
- Direct close
- Minor point close
- Alternative/multiple choice close
- Action close
- Opportunity windows close
- Benefits close
- Trial product close
- Objection close
- What do you do if your prospect says no
- What do you do when a sale is lost

Module 9: Wrap-up & follow-up strategies

- Wrap up and follow up
- Referrals
- Follow-up and repeat sales
- Strategies that create repeat sales