



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

## COURSE OUTLINE - Sales: Prospecting, Qualifying, and Completing (First Edition)

**Course Number:** AXO84-043

**Days:** 11Hours 30min

**Description:** This ILT Series course, rated 4.9/5.0 in overall quality by ProCert Labs, introduces students to the sales model developed by iSpeak. Students will learn the organization, communication, and personal motivation skills that every salesperson needs. They will also identify and examine each stage of the selling process: prospecting, qualifying, presenting, completing the sale, and servicing. Comes with Cert Blaster software (download) and a companion CBT program.

### Topic-Level Outline

#### **Unit 1 :Introduction to selling**

##### **Topic A: Introduction to buying and selling**

A-1: Defining FABs

##### **Topic B: The sales model**

B-1: Identifying your products and services

B-2: Discussing the sales model

#### **Unit 2 : Sales skills**

##### **Topic A: Organization**

A-1: Prioritizing sales activities

A-2: Planning quotas

##### **Topic B: Communication**

B-1: Practicing tongue twisters

B-2: Discussing body language

#### **Topic C: Personal motivation**

C-1: Identifying the benefits of motivation

C-2: Developing your motivation

#### **Unit 3 : The sales process**

##### **Topic A: The selling process**

A-1: Identifying stages of the selling process

##### **Topic B: The buying process**

B-1: Identifying stages of the buying process

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#### **Unit 4 : Prospecting**

##### **Topic A: Introduction to prospecting**

A-1: Defining your target market

A-2: Defining your target customer

##### **Topic B: Prospecting methods**

B-1: Discussing prospecting methods

B-2: Discussing gatekeepers

##### **Topic C: Phone prospecting**

C-1: Developing a cold-call sales script

#### **Unit 5 : Qualifying**

##### **Topic A: The qualifying process**

A-1: Identifying decision criteria

A-2: Improving your listening skills

##### **Topic B: The questioning process**

B-1: Discussing the questioning process

B-2: Developing probing questions

B-3: Writing qualifying questions

#### **Unit 6 : Presenting**

##### **Topic A: Selling process and strategy**

A-1: Discussing positioning

##### **Topic B: Buyer types**

B-1: Identifying buyer types

##### **Topic C: Presenting to buyers**

C-1: Writing your elevator pitch

C-2: Handling objections

C-3: Discussing post-meeting activities

#### **Unit 7 : Completing**

##### **Topic A: Negotiating**

A-1: Negotiating to make a sale

##### **Topic B: Closing the sale**

B-1: Developing closing questions

#### **Unit 8 : Servicing**

##### **Topic A: Customer service**

A-1: Discussing customer service

##### **Topic B: Service as a process**

B-1: Discussing Responsive CARE

#### **Unit 9 : Using what you've learned**

##### **Topic A: The implementation phase**

A-1: Recording ideas from satori moments

A-2: Committing to improvement

##### **Topic B: Resources and tools**

## ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

## ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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Excel Advanced 2013 [Ebook](#), workbooks, and solutions.  
Excel comprehensive online courses, email for more details.



## CONTACT DETAILS

Arnold Muscat  
Direct 083 778 4903  
Email: [sales@collegeafricagroup.com](mailto:sales@collegeafricagroup.com)  
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