



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 Skills – Advanced (First Edition)

### Course Specifications

**Course Number:** MS163 | **Course Number:** MS163 | **Course Length:** 1.0 day(s)

### Course Description

**Course Objective:** You will explore the background and techniques of Sales skills and interactions.

**Target Student:** This course is intended for customer service professionals with any level of experience who want to expand their knowledge, improve their skill set, and increase the understanding of customer benefits and Sales Skills.

**Prerequisites:** There are no prerequisites for this course.

### Course Objectives

Upon successful completion of this course, students will be able to:

## Topic-Level Outline

### Unit 1 : Gaining customer commitment

#### Topic A: Building relationships

A-1: Building good relationships with customers

A-2: Asking the client appropriate questions

A-3: Getting customer commitment

#### Topic B: Demonstrating the need

B-1: Identifying the stages of need

B-2: Demonstrating need through envisioning

#### Topic C: Satisfying the need

C-1: Determining customer objections

C-2: Negotiating with clients

### Unit 2 : Studying the market

#### Topic A: Sales strategies

A-1: Understanding sales strategies

#### Topic B: Analyzing markets and competitors

B-1: Analyzing market trends

B-2: Analyzing competitors by using the SWOT matrix

B-3: Developing a client advisory panel

#### Topic C: Researching clients

C-1: Researching commercial clients

C-2: Researching individual clients

### Unit 3 : Developing a winning strategy

#### Topic A: Consulting with clients

A-1: Planning the solution

A-2: Preparing the presentation

A-3: Presenting the solution

#### Topic B: Developing solutions

B-1: Discussing the steps for developing solutions

### Unit 4 : Effectively closing a sale

#### Topic A: Demonstrating the benefits

A-1: Relating to the client's key issues

A-2: Showing the benefits to clients

#### Topic B: Confirming commitment

B-1: Recognizing signals from clients

B-2: Responding to signals

#### Topic C: Closing the sale and following up

C-1: Closing the sale

C-2: Following up with clients

## 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.



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