



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: Basic – (First Edition)

Course Number: AXO84-041IG

Topic-Level Outline

Unit 1: Sales fundamentals

- Topic A: The sales process
- Topic B: Elements of selling
- Topic C: Understanding sales terms

Unit 2: Your professional self

- Topic A: Developing your character
- Topic B: Managing yourself

Unit 3: Handling clients

- Topic A: Finding your clients
- Topic B: Connecting with your clients
- Topic C: Finding solutions

Unit 4: The sales presentation

- Topic A: Anticipating objections
- Topic B: Creating a sales presentation
- Topic C: Responding to objections

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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