

COURSE FEATURES

Sales



Course Overview

The CBP™ Sales Certification lays the foundation for professional selling by developing the selling process through effective sales methodologies. You will learn the skills and tactics of leading sales professionals and take part in interactive scenarios to master those skills.

The CBP™ Sales certification module covers all the major sales stages and teaches the best practices in the sales industry.

Who Should Attend?

This course is recommended for sales professionals, account executives, front-line workers, and business professionals who wish to specialize in sales.

Prerequisites

This course requires that students meet the following prerequisites:

1. The candidate must have a commitment to the pursuit of excellence.
2. The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

What Students Will Receive

Students will receive an official course manual for post class reference and review.

Certification Preparation

This course prepares candidates to sit, or take, the Certified Business Professional exam – C30-508

Follow-up Courses

- | | |
|--|---|
| <input type="checkbox"/> Business Management | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Leadership |
| <input type="checkbox"/> Customer Service | <input type="checkbox"/> Tourism and Hospitality |
| <input type="checkbox"/> Sales | <input type="checkbox"/> Business Communication |
| <input type="checkbox"/> Human Resource Management | <input type="checkbox"/> English Grammar for Business |
| <input type="checkbox"/> Accounting and Budgeting | <input type="checkbox"/> Business Etiquette |

Course Outline: CBP™ Sales

Module 1: Introduction to Selling

- Definition of Selling
- Sales Foundation
- Ways We Sell
- The Selling Process—Strategies and Tactics
- Sales Stages
- Product Knowledge
- Develop A Positive Sales Attitude
- Be Excited

Module 2: Prospecting Success Strategies

- What Is s Prospect?
- Prospecting
- A Customer Profile
- Channel Ratings
- Lead Channels
- Decision-Making Authority

Module 3: First Contact Success Strategies

- First Contact
- Strategies for Building Rapport and Establishing Trust
- Four First Contact Steps
- Attention Grabbers

Module 4: Qualification Success Strategies

- Qualification Stage
- Qualification Requirements
- Qualification Steps
- Discovery Questioning Styles
- Effective Listening

Module 5: Presentation Success Strategies

- The Presentation Stage
- Product Features and Benefits
- Delivering a Prospect-Specific Presentation
- Buyer Motives
- Proof-of-Success Strategies
- Feedback
- Keys to a Powerful Presentation

Module 6: Successful Objection Resolution Strategies

- Resolving Objections
- Buyer Objections
- Strategies for Resolving Objections
- Create Objection Responses that Reduce Conflict
- Uncovering Hidden Objections

Module 7: Successful Closing Strategies

- Closing Stage
- The Fear Barrier
- Recognizing Buying Signals
- Strategies for Closing the Sale
- What Do You Do if Your Prospect says “No”?
- What Do You Do When a Sale is Lost?

Module 8: Wrap-Up and Follow-Up Strategies

- Wrap-Up and Follow-Up
- Completing the Sale
- Referrals
- Follow-Up and Repeat Sales
- Strategies that Create Repeat Sales
- The Future of Sales