

SALES TRAINING

Presented by Name

COMPANY OVERVIEW

- Job responsibilities
- Company message
- Competitors

JOB RESPONSIBILITIES

- Understand your products and services.
- Drive sales of your products and services.
- Achieve and then exceed your assigned sales quota.
- Represent the company to the marketplace in a professional manner.

COMPANY MESSAGE

■ Who are we?

- Our market space and our profile.

■ What are our core values?

- Our mission statement.

■ What do we do?

- Our products and services.

■ What do we bring to the table?

- Our value proposition.

COMPETITORS

- Who are our competitors?
- What do they do?
- What do they bring to the table?

SALES PROCESS

- Prospecting and lead generation
- Planning sales calls
- Meetings
- Post call follow-up
- Documentation
- Presentation
- Sign-off

PROSPECTING AND LEAD GENERATION

- Identify current customer base.
- Identify and rank prospects.
- Schedule sales calls.

PLANNING SALES CALLS

- Research prospect company.
- Identify audience.
- Define presales support (for example, engineers).
- Plan meeting agenda.
- Call and confirm meeting ahead of time.

MEETINGS

- Make introductions.
- Define and then confirm prospect's objectives.
- Define your objectives.
- Review business need.
- Identify contributing factors.
- Present possible solutions.
- Reach consensus (fit, no fit, investigate further).

POST CALL FOLLOW-UP

- Send summary e-mail message or letter to prospect, and then follow up with a phone call.
 - Thank prospect for meeting
 - Recap meeting
 - Review agreed-upon next steps
 - State future intentions
- Notify appropriate internal resources (for example, engineer) for next-step assistance.
- Update account file or system.
- Update pipeline account data.

DOCUMENTATION

- Prepare appropriate documents.
- Review documents with prospect.

PRESENTATION

- Deliver final documents.
- Present proposal.
- Request the sale.

SIGN-OFF

- Sign documents.
- Close the sale.