



A snapshot of our Sales Toolkit

Give your employees unlimited year-round access to regular LIVE, INTERACTIVE sales webinars.

This category is split into 3 courses plus a Sales Leadership Programme and each course is designed for an audience with different levels of experience from the beginning of your sales career to exploring topics for the more experienced and seasoned sales professional. Models, techniques, tips, and practical examples to enhance, refresh and improve the skill set of any sales executive

What's in the Toolkit?

Note the below is just a snapshot and all modules are repeated throughout the year including in multiple time-zones. This is in addition to new content being added throughout the year.

Course
Understanding Sales Essentials
8 Modules

This course is designed to meet the needs of those who are at the beginning of their sales career and want to learn effective ways to approach customers and manage the relationship. Understand what a sales process is and how it can aid the customers journey.

- **Effective Questioning Techniques to Understand the Customer's Needs**
 - Objection Handling
 - Human Buying Psychology
- **Introduction and How to Credential yourself Professionally with Clients**
 - Solution Selling
 - Planning and Research
 - Creating Opportunities and Prospecting
 - Cold Calling

Course
Enhancing Sales Essentials
8 Modules

This course supports those who are looking to understand more about the sales process, the steps within the process and building on the skills already acquired. Refresh, improve, enhance and sharpen the saw. Giving sales professionals the best chance of target success.

- **Challenger Sales Methodology**
- **Proving Value to your Customers**
- **How to Identify your Decision Makers**
 - Pricing & ROI
 - Closing Techniques
 - Negotiation Techniques
- **Handling Renewal Accounts**
- **Cross Selling and Up Selling**

Course
Mastering Sales Essentials
1 Module

How do you sell effectively and confidently when the deal is large and complex? This course will help you understand what to consider, how to plan and how to approach the customer with confidence.

- **Dealing with Large Complex Deals**



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