



Sales Essentials Modules Overview

This is an overview of the topics of all modules

Before you start with your Sales Essentials Online Training have a look at all the different topics this programme offers. Each topic comes with lecture material as well as helpful tools for your sales practice and some exercises to help you put into practice what you have learned straight away. salesessentials.com is a training programme designed to be embedded in your sales activities on a day to day basis; all the material, knowledge and skills can be integrated into your daily work immediately.

Module 0 – Introduction Module

salesessentials.com is an online, self-help sales training and resource platform that offers you a full bandwidth of knowledge, skills, processes and practical how-to-do guides that you need in today's competitive world of selling. Whether you are a professional salesperson looking to hone or refresh your sales skills, are setting out to run your own business, are new to a sales and service career, or an internal stakeholder looking to successfully engage with others, then this programme has been designed and built for you.

In this module we will guide you through the core sales principles and philosophies common in a 21st century global marketplace, and explore where selling came from and where it is going. This module will help you make an informed decision about how you will benefit the most from using salesessentials.com.

Module 0 will be an integral part of the overall programme and not an isolated collection of topics, it is important that you complete it just as thoroughly as the other modules. Module 0 includes:

- The reality of selling in the 21st century
- The history of sales methodologies
- Earning and building trust
- You're a salesperson, but what do you call yourself?

Module 1 – Creating a Viable Sales Plan

Sales Planning will be the starting point on your journey through salesessentials.com. We will systematically look into helping you find the right sales approach, defining your strategy, vision and values, and we will help you define and understand your products, customers and competition in the market. This module also includes a pack of tools you will be able to use on a day to day basis for your ongoing sales planning and preparations. Module 1 includes:

- Why everybody lives by selling something
- The evolution of selling
- Selling in the 21st century
- Trust and ethics in sales
- The business of your business
- Your vision & value proposition
- Your products & services
- Sales goal setting
- Customer mapping



- Competitors and your competitive advantage
- Sales mindset – why everybody lives by selling something

Module 2 - Creating a Go-to-market Action Plan

This module looks more deeply into the various aspects of sales planning and preparation. Are you surprised about the amount of coverage we are giving to all of these activities that are not immediate sales activities?

The important lesson from these first modules is: Don't rush into sales without proper preparation! If you prepare, your sales role will:

1. be much easier because you had done the pre-work; and
2. your sales efforts will run more effectively and efficiently.

While you might not enjoy these tasks half as much as engaging with your clients we purposely put them before what most people would call the real selling topics. Keep in mind, this programme comprises the full range of skills and knowledge necessary to become (more) successful in your sales role. So don't skip topics.

Try to apply the tools and tips from this topic into your daily routine. They will help you understand your current strengths and weaknesses and enable you to track your development throughout each step of the programme. Module 2 includes:

- Lead generation – where to find viable prospects
- Creating your sales recipe for success
- Weekly sales activity plan
- How to measure and review your progress
- Sales mindset – time and self management

Module 3 – Prospecting and New Business Development

If you watch successful sales people go about their daily business activities you will notice that they lead a very disciplined life – they know what they need to do each day and when they need to do these key activities. They ensure they make time for the important things and they hardly ever miss a beat. This applies in particular to prospecting.

Successful sales people know there is no excuse for not making prospecting calls or forgetting to do research. There is no excuse for not getting proposals in on time or not scheduling client meetings in an organised fashion, or forgetting to follow up when they said they would. Successful sales people operate like a well oiled machine. They are consistent and competent and they know how to capitalise on prospecting time. Module 3 includes:

- Prospecting research and realities
- What is prospecting?
- Why prospecting comes first
- Creating a prospecting plan
- How to make an effective prospecting call
- The honourable retreat and persistence
- Sales mindset – dealing with prospecting fears

Module 4 – Making the Sale: Steps 1-2

All the planning and prospecting is done, you have earned the right to meet with your prospect or client. Now we're finally immersing ourselves into the real client



sales meeting, the part that most people would consider the core of every salesperson's business. In this initial part of the Sales Communication Process we will focus on how to prepare for a specific sales interaction with a client or prospect, how to effectively open a meeting with them, and how to adapt our approach to the person(s) we are meeting. These will ensure we get off on the right foot and earn the right to proceed with them down the sales and buying pathway. Module 4 includes:

- How to sell versus how not to sell
- Creating customer value – getting beneath the surface
- Pre-call checklist and setting the agenda
- Opening client sales meeting effectively
- Adapting to different communication styles
- Sales mindset - courtesy and manners

Module 5 - Making the Sale: Steps 3-5

The three core elements of any Sales Communication Process are:

1. the analysis stage;
2. the problem solving stage, in which you create and present a solution;
3. the recommendation stage, where you make a specific recommendation

We will look at all three of them in this module. If you get them right, the closing stage (in module 6) will be an easy task. In this module we will present you a very unique way of analysing and understanding the needs and expectations of your prospects and clients. We will then emphasise the difference between presenting solutions and making a recommendation and will look at opportunities for up-selling and cross-selling during these stages. Module 5 includes:

- Understanding another person's perspective
- Asking effective questions to understand your clients' priorities
- The power of active listening
- Knowing how your products and services solve clients problems
- How to up-sell and cross-sell
- Presenting & discussing viable solutions
- How to make an effective recommendation
- Sales mindset – face to face communication

Module 6 – Making the sale: steps 6-7

This module is about the final stages of the Sales Communication Process, Closing the Deal or Sale and the few things you need to do Post Sale. Closing the Sale only takes a small part of the time spent in a sales conversation but it is crucial and cannot be missed.

We know that Closing the Deal or Sale is only as good as all the parts that preceded this stage. If you have done a proper job up to this stage, there are still a few things you need to do and consider if you really want your client's signature on the contract. It's not over until the client has committed to work with you. Module 6 includes:

- Never assume
- Advancing & closing the sale
- Addressing human & task needs
- Handling objections
- Closing the sale
- Post-call checklist
- Sales mindset - practice



Module 7 – Maintaining Momentum

Up to this module we have covered most of the crucial aspects of selling, addressed the vital skills and knowledge, and tried to guide you to find the right mindset for your personal development in sales. This final module will offer you a few additional tools and some information that will help you add some specific topics on top, depending on your actual trade or business. Module 7 includes:

- How to follow up – avoid the 2nd cold call
- Sustaining client relationships over the long term
- Sales mindset – building your resilience
- Never stop learning
- How to use LinkedIn to prospect and network
- Creating your own sales question library
- Sales mindset – leading a healthy sales life