

# € TRAINING

Certified Sales Professional





## Certified Sales Professional

### Introduction:

This program is designed to prepare participants for the certification exam only.

This training program introduces participants to essential sales techniques and communication strategies, emphasizing the psychology behind successful sales and trust-building with customers. It covers lead generation, sales presentations, and negotiation tactics, preparing participants to engage with clients effectively.

### Program Objectives:

By the end of this program, participants will be able to:

- Master effective sales techniques, communication, and trust-building for customer engagement.
- Implement strategies for lead generation, qualification, and technology-driven lead management.
- Create persuasive sales presentations, handle objections, and maintain audience interest.
- Apply negotiation strategies and closing techniques to secure long-term deals.
- Prepare for the certification exam.

### Targeted Audience:

- Sales representatives.
- Sales executives.
- Account managers.
- Business development managers.
- Sales consultants.

### Program Outlines:

#### Unit 1:

#### Sales Fundamentals and Communication:

- Understand the psychology behind effective selling techniques.
- Learn key strategies for successful sales and customer engagement.

- Master essential communication skills to connect with customers.
- Build trust as a foundation for long-lasting customer relationships.
- Overcome common sales challenges with proven tactics.
- Recognize the critical role of product knowledge in boosting sales.

## Unit 2:

### Prospecting, Lead Generation, and Opportunity Identification:

- Explore various methods for prospecting and generating leads.
- Learn how to qualify leads efficiently and focus on high-potential prospects.
- Utilize both online and offline strategies for lead generation.
- Identify sales opportunities across different market segments.
- Leverage technology for tracking, managing, and optimizing lead generation.
- Create a systematic and repeatable process for continuous prospecting.

## Unit 3:

### Sales Presentations, Objections, and Engagement:

- Tailor presentations to meet the specific needs of diverse audiences.
- Structure compelling and persuasive sales presentations for maximum impact.
- Engage audiences effectively and sustain their interest throughout the pitch.
- Master objection handling techniques during sales discussions.
- Use visual aids and multimedia to enhance the effectiveness of presentations.
- Develop presentation delivery skills through practical role-play exercises.

## Unit 5:

### Preparing for Data Analyst Certification:

- Overview of the Certification Exam Structure.
- Key Topics and Areas of Focus for the Exam.
- Sample Questions and their Potential Answers.



- Resources for further exam study.

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