

# € TRAINING

Certified Sales Professional



9 - 13 September 2024  
Casablanca (Morocco)  
New Hotel



# Certified Sales Professional

REF: R365 DATE: 9 - 13 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program is a comprehensive pathway to mastering the art of professional selling. It designed to refine and enhance sales skills, though offering structured modules covering various aspects of the sales process. Participants engage in theoretical learning and conceptual understanding through interactive sessions. This program aims to empower participants with the confidence and expertise to drive sales success.

## Program Objectives:

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

- Equip participants with essential skills and knowledge for professional selling.
- Provide a deep understanding of core sales principles and best practices.
- Enhance participants' abilities to engage with clients, negotiate effectively, and close sales.
- Foster confidence and expertise in driving sales success within diverse industries.
- Empower participants to build lasting client relationships and achieve sales targets efficiently.
- Prepare participants to become trusted and effective Certified Sales Professionals in their respective industries.

## Targeted Audience:

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

## Program Outlines:

Unit 1.

Foundational principles of sales:

- Understand the psychology of selling.

- Identify key components of successful sales strategies.
- Learn effective communication techniques.
- Explore the importance of building trust with customers.
- Recognize common sales challenges and how to overcome them.
- Discover the significance of product knowledge in sales.

## Unit 2.

### Prospecting and lead generation:

- Learn different prospecting methods.
- Understand how to qualify leads effectively.
- Explore strategies for generating leads both online and offline.
- Identify potential sales opportunities in various market segments.
- Learn how to use technology for lead tracking and management.
- Develop a systematic approach to prospecting and lead generation.

## Unit 3.

### Effective sales presentations:

- Learn how to tailor presentations to different audience needs.
- Understand the structure of a persuasive sales presentation.
- Master techniques for engaging and maintaining audience interest.
- Explore methods for handling objections during presentations.
- Practice delivering impactful presentations through role-play exercises.
- Learn how to use visual aids and multimedia effectively.

## Unit 4.

### Negotiation and closing techniques:

- Understand the principles of negotiation.
- Learn how to create win-win outcomes in negotiations.

- Master techniques for handling objections and resolving conflicts.
- Explore different closing strategies for securing deals.
- Understand the importance of follow-up after negotiations.
- Develop confidence in negotiating deals to closure.

## Unit 5.

### Customer relationship management:

- Learn strategies for building strong customer relationships.
- Understand the importance of customer retention and loyalty.
- Explore methods for effective customer communication.
- Learn how to anticipate and address customer needs proactively.
- Understand the role of feedback in improving customer satisfaction.
- Develop skills for managing and resolving customer complaints.