



Griffin Training

Solutions for a Modern Workforce

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Fundamentals of Sales

The most important activity a profitable organisation undertakes is selling. After all is said and done, selling is what good business is all about. Without the ability to sell a product or service no organisation can become profitable. It is therefore vitally important to understand the fundamentals of selling. This course is perfect for anyone who wishes to gain a deeper understanding of the fundamentals of sales and the sales process and to improve the sales of their organisation. On completion participants will have gained the knowledge necessary to understand sales, on what basis decisions are made, how to deal with objections, cross selling and up selling techniques as well as the practical skills necessary to actively engage in the sales process in order to achieve positive results.

Objectives:

- To understand the fundamentals of sales
- To gain an understanding of the basis for all decisions
- To gain the skills necessary to implement the sales process effectively

Content:

- Sales, the True Engine Behind Business
- Sales as a Process
- Getting to Grips with Your Product
- Getting to Grips with Your Customers
- The Fundamentals of Sales
- Selling Yourself
- Setting Goals
- Selling Your Product
- The Sales Process
- First Impressions-Making Your Mark
- Managing the Sales Process
- Handling Objections
- Closing Well
- Making the Sale
- Cross Selling
- Up Selling
- The Bottom Line