

# Fundamentals of Selling

## Course outline

Provided by: Performance Management Consultants – PMC Training



<b>Reference no.</b>	290-27
<b>Duration</b>	3.00 day(s)   18:00 hours <sup>1</sup>
<b>Website link</b>	<a href="https://pmctraining.com/training/fundamentals-of-selling/">https://pmctraining.com/training/fundamentals-of-selling/</a>

### ***Master the consultative selling approach and develop essential sales skills to drive business success.***

The Fundamentals of Selling course is designed to equip sales professionals with the core skills necessary to excel in today's competitive business environment. This three-day program provides a structured, consultative approach to selling, enabling participants to gather meaningful market intelligence, build strong client relationships, and propose tailored solutions that address customer challenges.

Attendees will develop competencies in sales strategy, technology, prospecting tactics, consultative sales calls, negotiation, and self-management.

### **Learning outcomes**

At the end of this workshop, you will be able to:

- Explain the consultative selling approach and differentiate themselves with a unique value proposition.
- Develop a personal brand aligned with their strengths, personality, and professional objectives.
- Create strategic territory plans and effectively manage client accounts.
- Leverage sales technology and social selling to optimize prospecting efforts.
- Master consultative sales calls and navigate objections to close deals.
- Deliver compelling sales presentations and negotiate successfully.
- Utilize time management and self-awareness strategies to maintain a high-performance sales mindset.

### **Workshop topics**

#### **Module 1: Introduction to the Fundamentals of Selling**

- The Consultative Selling Approach

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<sup>1</sup> The course hours reflect teaching time that often correlate with continuing education credits (CEC) or professional development units (PDU). Please check with your profession's governing body, as there is no universal approach.

## **Module 2: Understanding Yourself and Others**

- Personality Traits for Sales Success
- Working with Your Team

## **Module 3: Building Your Business Strategy**

- Territory Planning
- Account Management
- Business Development

## **Module 4: Sales Process Technology**

- Sales Technology
- Social Selling

## **Module 5: Consultative Selling**

- Prospecting Tactics
- The Consultative Sales Call

## **Module 6: Securing the Business**

- Types of Sales Communication
- The Psychology of Influence
- Final Stages in the Funnel

## **Module 7: Self-Management**

- Self-Awareness
- Time Management
- Professional Behavior and Development

## **Prerequisites**

No formal prerequisites. However, prior experience in sales, customer service, or business development is beneficial.

## **Who should attend this course?**

- New and aspiring sales professionals looking to build foundational skills.
- Account managers, business development representatives, and consultants.
- Entrepreneurs and small business owners who engage in sales.
- Professionals transitioning into sales roles.