



# Business and Professional Development

## Business Development Fundamentals

### Basics of Effective Selling

#### Course Objectives:

As a result of going through this course and using the QuicTools that are provided, the learner will be able to:

1. Prepare to sell.
  - Know the customer and the business.
  - Know the product.
  - Develop qualified leads.
  - Prepare himself.
2. Conduct the sale.
  - Set the sales call objectives.
  - Initiate contact.
  - Present the message.
  - Close the sale.
3. Follow through on the sale.
  - Structure a long-term relationship.
  - Plan for more business.

### Building Strong Customer Relationships

#### Course Objectives:

As a result of going through this course and using the QuicTools that are provided, the learner will be able to:

1. Know her customers.
  - Conduct evaluations.
  - Analyze and communicate results.
2. Develop a customer focus.
  - Provide extraordinary service.
  - Create a customer friendly workplace.
3. Implement a customer service program.
  - Establish a customer service strategy.
  - Execute training programs.
  - Reward excellence.
4. Maintain a customer friendly culture.
  - Respond to problems.
  - Handle difficult people.
  - Keep service alive.



## Closing the Sale

### Course Objectives:

As a result of going through this course and using the QuicTools that are provided, the learner will be able to:

1. Prepare with professional sales techniques.
  - Educate, focus, and prepare.
  - Develop a strategic plan.
  - Understand selling tactics.
  - Customize her tactics.
2. Make the sale.
  - Act on buying signals.
  - Test with trial closes.
  - Commit the prospect to action.
3. Confirm the sale.
  - Anticipate challenges.
  - Overcome objections.
  - Finalize the sale.

## Mastering Cold Calls

### Course Objectives:

As a result of going through this course and using the QuicTools that are provided, the learner will be able to:

1. Plan for effective cold calling.
  - Begin with basic preparation.
  - Develop his presentation technique.
2. Grasp the fundamentals of cold calling.
  - Generate trusting relationships.
  - Maintain a winning mindset.
  - Understand the dynamics of cold calling.
  - Focus on needs and satisfaction.
3. Activate his plan.
  - Break through initial barriers.
  - Recognize concerns.
  - Move to resolution.
  - Be specific in follow-up.



## **Negotiating for the Sales Professional**

### **Course Objectives:**

As a result of going through this course and using the QuicTools that are provided, the learner will be able to:

1. Plan for success.
  - Develop an action plan.
  - Clarify her customer's needs.
  - Use an effective pricing strategy.
2. Build rapport.
  - Understand her strengths.
  - Understand her customer's style.
  - Develop an effective proposal.
3. Gain commitment.
  - Identify and clarify the gaps.
  - Stay on course.
4. Create winning results.
  - Close the sale.
  - Ensure lasting relationships.

## **Qualifying Sales Prospects**

### **Course Objectives:**

As a result of going through this course and using the QuicTools that are provided, the learner will be able to:

1. Find the right pool of prospects.
  - Continually search for potential customers.
  - Know his prospect pool.
  - Select those most likely to buy.
2. Make the qualifying call.
  - Plan the call.
  - Get to the right people.
  - Ask the right questions.
3. Transitions to requesting an appointment.
  - Control the conversation.
  - Provide solutions to prospects' problems.
  - Seek commitment.
  - Follow up and follow through.



## Successful Negotiation

### Course Objectives:

As a result of going through this course and using the QuicTools that are provided, the learner will be able to:

1. Understand negotiation.
  - Decide when to negotiate.
  - Develop her approach to negotiation.
2. Implement the negotiation process.
  - Establish relationships.
  - Compare needs.
  - Plan and prepare.
  - Follow the basic steps.
3. Apply effective tactics.
  - Use leverage appropriately.
  - Keep expectations high.
  - Select a comfortable style.
  - Maintain ethical standards.

## Telephone Sales Skills

### Course Objectives:

As a result of going through this course and using the QuicTools that are provided, the learner will be able to:

1. Prepare to make the call.
  - Know his product in target market.
  - Overcome gravity.
  - Realize core dynamics of telephone sales.
  - Perfect a solid skill set.
2. Move from preparing to doing.
  - Pick up the telephone.
  - Proceed with his presentation.
3. Close the sale.
  - Determine the buyer's interest level.
  - Determine his stage in sales process.
  - Overcome objections.
  - Finish the paperwork.