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# Intermediate Sales Course

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*This course is for sales staff, who have a basic knowledge of sales and marketing techniques.*

## **The Course covers:**

1. What Decision-Makers want
2. Prospecting Check List
3. Managing Sales Activity
4. Initial Prospect Qualification
5. Planning & Managing a Sales Call
6. Non-Verbal Behaviour
7. Motivational Factors that Influence Decision-Making
8. Product Analysis Exercise
9. Basis of Decision Methodology
10. Developing a Sales Strategy
11. Buyers' Attitudes
12. Questioning Skills
13. Listening Skills
14. Sales Processes

## **Outcomes:**

What the trainees will learn:

1. How to recognise a prospect
2. How to control personal activity for results
3. How to set call objectives
4. How to control a face-to-face meeting
5. How to assimilate product knowledge with client pain
6. How to work with different stakeholders
7. How to structure and adapt a sales process

This is a 2½-day course with group work, activity and participation. It covers the sales process in depth and provides a structure for managing personal sales activity.

**Cost: £400 per delegate**

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*To book this course for your sales or management team contact:*

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