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SALES TECHNIQUES, TEAM COMMUNICATION, AND NEGOTIATION SKILLS

PROGRAM FEE: \$2,200

PROGRAM OVERVIEW:

This course is designed to equip participants with essential skills in sales techniques, effective team communication, and successful negotiation strategies. Over the course of eight weeks, participants will engage in interactive sessions, practical exercises, and case studies to enhance their proficiency in these critical areas.

MODULE 1 INTRODUCTION TO SALES TECHNIQUES

- **Overview of Sales Techniques:** Introduction to fundamental sales concepts and their importance.
- **Understanding the Sales Process:** Breakdown of the typical stages in a sales cycle.
- **Identifying Customer Needs:** Techniques for uncovering and understanding customer requirements.
- **Building Rapport with Clients:** Strategies for establishing trust and positive relationships.
- **Active Listening Skills:** Developing skills to listen effectively and respond appropriately.

MODULE 2 ADVANCED SALES STRATEGIES

- **Consultative Selling:** Approach that focuses on creating value and trust with clients.
- **Handling Objections:** Techniques for addressing and overcoming customer concerns.
- **Closing Techniques:** Strategies to effectively close sales deals.
- **Upselling and Cross-selling Strategies:** Methods to increase sales by recommending additional products or services.
- **Utilizing CRM Systems for Sales:** Leveraging Customer Relationship Management tools to enhance sales performance.

MODULE 3 SALES PRESENTATIONS AND PITCHES

- **Crafting Persuasive Presentations:** Tips for creating compelling sales presentations.
- **Storytelling in Sales:** Using stories to make sales pitches more engaging and relatable.
- **Effective Pitch Delivery:** Techniques for delivering sales pitches confidently and convincingly.
- **Utilizing Visual Aids:** Best practices for using visual aids to enhance presentations.
- **Practice and Feedback Sessions:** Opportunities for participants to practice and receive feedback on their presentations.

MODULE 4 TEAM COMMUNICATION ESSENTIALS

- **Fundamentals of Team Communication:** Overview of key principles of effective team communication.
- **Building Trust within Teams:** Strategies for fostering trust and collaboration among team members.
- **Effective Meeting Strategies:** Tips for planning and conducting productive meetings.
- **Conflict Resolution:** Techniques for resolving conflicts within teams constructively.
- **Communication Tools and Technologies:** Overview of tools and technologies that facilitate team communication.



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MODULE 5 ENHANCING TEAM COLLABORATION

- **Collaborative Work Environments:** Creating environments that promote teamwork and collaboration.
- **Delegation and Responsibility Sharing:** Best practices for delegating tasks and sharing responsibilities.
- **Motivating Team Members:** Strategies for keeping team members motivated and engaged.
- **Providing Constructive Feedback:** Techniques for giving feedback that encourages improvement.
- **Team Building Exercises:** Activities designed to strengthen team cohesion and cooperation.

MODULE 6 INTRODUCTION TO NEGOTIATION SKILLS

- **Basics of Negotiation:** Introduction to fundamental negotiation concepts and principles.
- **Understanding Different Negotiation Styles:** Overview of various negotiation styles and when to use them.
- **Preparing for Negotiations:** Steps to take before entering a negotiation to ensure success.
- **Setting Objectives and Goals:** How to establish clear objectives and goals for negotiations.
- **Role-playing Scenarios:** Practical exercises to practice negotiation skills in simulated environments.

MODULE 7 ADVANCED NEGOTIATION TECHNIQUES

- **Strategies for Win-Win Outcomes:** Techniques to achieve mutually beneficial agreements.
- **Handling Difficult Negotiations:** Approaches for managing challenging negotiation situations.
- **Influence and Persuasion Tactics:** Strategies for influencing and persuading negotiation counterparts.
- **Negotiation in Cross-Cultural Contexts:** Understanding and navigating cultural differences in negotiations.
- **Case Studies and Simulations:** Analysis and practice based on real-world negotiation scenarios.

MODULE 8 INTEGRATION AND APPLICATION

- **Integrating Sales, Communication, and Negotiation Skills:** Combining skills from previous modules for a comprehensive application.
- **Real-world Application Exercises:** Practical exercises to apply learned skills in real-world contexts.
- **Group Projects and Presentations:** Collaborative projects to demonstrate and refine skills.
- **Individual Skill Assessments:** Evaluations to assess individual progress and proficiency.
- **Course Review and Feedback:** Review of key concepts and participant feedback for course improvement.