



# Sales Professional Certificate Course

## Venue Information

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**Venue:** London UK

**Place:**

**Start Date:** 2026-02-24

**End Date:** 2026-02-28

## Course Details

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**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-10

## Syllabus

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## Course Syllabus

### Introduction

#### This program is designed for:

Salespeople, sales support, as well as potential candidates for sales positions who want to build and revitalize their existing selling skills.

### Objectives

- Identify the behaviors and skills of a successful sales professional.
- Apply a structured and tested sales process to maximize every sales opportunity.
- Understand prospecting basics and be able to conduct a sales call.
- Use appropriate questioning techniques and listening skills which will lead to a reduced level of objections and an increased level of sales.

- ~~Find a formula to achieve sales goals.~~
- Manage the customer relationship on an ongoing basis.
- Differentiate themselves from competition through building better customer relationships and the use of customer care philosophies.

## Content

### **The Changing Business Environment**

- Evolution of Personal Selling
- The New Sales Competencies
- Behaviors, Characteristics and Skills of a Successful Salesperson
- Assessing Performance According to Specific Sales Indicators
- The 10 Root Causes of Sales Problems
- Personal Selling Profile

### **Preparation and Self Organization**

- Personal Management
- Time Management for Sales People
- Understanding the Psychology of Selling
- Developing a Strategy for Sales Success

### **The Sales Process**

- Effective Prospecting and Pre-Visit Research Using Teleblitz
- Characteristics of Different Selling Models, Types and Structures
- Setting Goals Based on Your Sales Quota and Plan
- Analyzing the Territory and Conducting Account Research
- Planning Your Calendar to Achieve Sales Goals and Build a Sales Pipeline
- Identifying Resources and Methods of Generating Leads
- Delivering Clear and Effective Presentations
- Handling and Overcoming Objections
- Achieving Positive Closing Techniques
- Recognizing Service as a Hard Differentiator

### **Business Negotiation Skills**

- Understanding the Principles Involved in Successful Negotiation
- Sales Negotiation and Vulnerability Analysis
- Building a Value Position and Relationship through Artful Negotiating

### **Managing the Customer Relationship**

- Service Beliefs and Philosophy
- Basic Attributes of a Positive Attitude

