

Sales Training Topics



Lead Generation

- ☐ Targeting
- ☐ Territory Management
- ☐ Networking / Referrals
- ☐ Maximizing Technology

Qualifying

- ☐ Probing
- ☐ Competitive Analysis
- ☐ Targeted Questioning
- ☐ Budget, authority, need

Discovery

- ☐ Buyer Styles
- ☐ Mirroring
- ☐ 5 Discovery question categories
- ☐ Listening Skills
- ☐ Trust Building

Solution Development

- ☐ Presentation Skills
- ☐ Effective Proposal Writing
- ☐ Understanding the Complex Sale
- ☐ The Value proposition
- ☐ Customer Focus

The Close

- ☐ Negotiation
- ☐ Building Trust
- ☐ Persuasion Techniques
- ☐ Gaining Agreement
- ☐ Winning the Complex Sale

Manage/Service

- ☐ Account Management
- ☐ Territory Management
- ☐ Leadership
- ☐ Up selling & cross selling

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