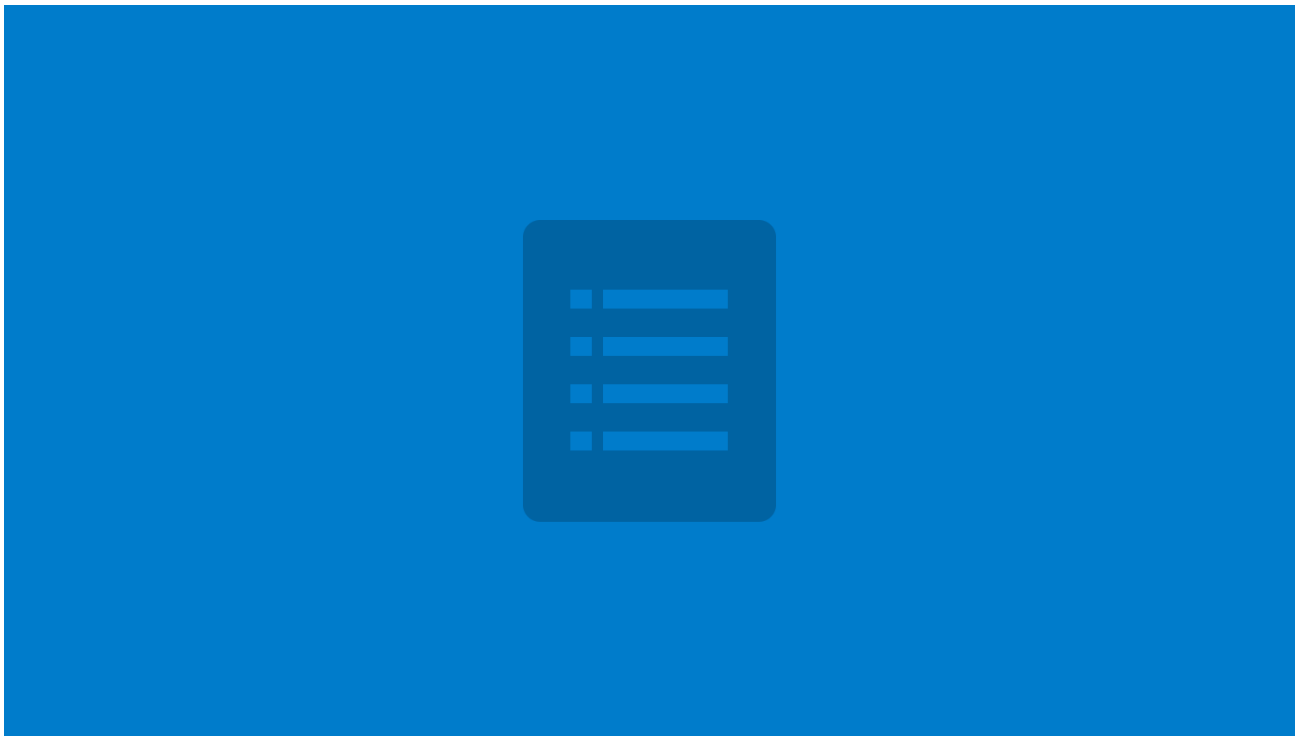
Sales Training Topics



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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