

## The Sales Business

Catalogue Number: AMTSB04V2.1

### Aim

To improve sales performance in new and experienced sales people and promote best practice across your business.

### Target audience

- Newcomers to a company
- People moving into a sales role
- Experienced sales people looking for a refresher

### Duration

2.5 to 3.5 hours (excluding knowledge base of administrator input content)

### Objectives

#### Users will learn how to:

- Prepare to handle any sales situation
- Structure a sale
- Present benefits and raise a prospect's desire
- Close the business
- Handle objections
- Make more appointments

### Features

- Thought-provoking videos full of tips and ideas on how to improve
- Based on a highly successful tutor-led course, proven to get results
- Built in content editing tools allowing you to input real work scenarios
- Built in customisation tools enabling you to incorporate corporate colour and logo
- Knowledge base custom content section, including custom questions
- User bookmarking, allowing easy access to the course
- Learner action planning to encourage learners to put ideas into action
- Learner feedback function to aid continuous improvement of the training
- Administration features include user tracking, user scores, add and delete users, feedback review and action plan review
- Flexible licensing with built in upgrade feature

### Contents

- |                           |                       |
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| • Introduction            | • Objection Handling  |
| • User Guide              | • Selling Across      |
| • Sales Essentials        | • Selling Up          |
| • Ready to Sell           | • Taking Notes        |
| • Probing Questions       | • Making Appointments |
| • Confirming Requirements | • Common Mistakes     |
| • Matching Needs          |                       |
| • Closing for Business    | • Action Planning     |
| • Presenting Benefits     |                       |
|                           | • User Feedback       |

- Knowledge Base - to allow administrator input of training content and tests

### Try before you buy

Using Amtek's flexible licensing system you can try a fully functioning version of this product on your PC before purchase. You get a single user licence for 14 days. At the end of the 14 days it's easy to upgrade to a network or a standalone system (all the software is included on the installation CD-ROM). Just contact your system vendor for a licence upgrade key; you can do it over the phone and it will only take a few minutes. If you decide not to go ahead, simply return the CD in its original packaging to your supplier, with nothing to pay. It really is e-learning made simple.



Develop the most powerful sales techniques across a business or department



High quality, motivational video full of tips and ideas that will get results today



Fully featured content editing tools, user tracking functions and action planning feature



Available in pound, euro and dollar versions

contact your vendor for more details