

Rockwood Learning Solutions Inc. – Sales Training Program

Course Overview – Foundation Sales Skills

Overview:	An introduction to the business-to-business sales process for those new to sales, or for those with some experience who need to take a more structured approach to their selling.
Suitable For:	<ul style="list-style-type: none">• Sales representatives in a business-to-business selling environment.• Account Managers.
Number of Participants:	4 – 12
Duration:	2 Days
Content:	<ul style="list-style-type: none">• Hallmarks of a first-rate salesperson• Adding value to the sales call• The six steps of a sales call:<ul style="list-style-type: none">○ Planning the call○ Opening the call○ Questioning / Understanding needs○ Presenting products, services and ideas○ Dealing with objections○ Closing for a commitment• Thinking like an entrepreneur• Setting goals and monitoring your own performance
Style:	An interactive workshop blending small and large group discussions, role-play and individual exercises.
Cost:	In-house: \$3,200 per course, plus \$10 per participant for course workbook and other materials plus trainer expenses. Costs exclude GST

- Program can be customised for in-house use
- For more information contact Mike Bryan at mike@rockwoodlearning.com or 905 726 9027



"Growth from Business-Relevant Learning"