Contact Details

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# Training Agenda for Selling Skills

Duration: 16 hours

<table>
<thead>
<tr>
<th>SESSION</th>
<th>TRAINING TOPICS</th>
<th>DURATION</th>
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</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>▪ Ice Breaker&lt;br&gt;▪ Setting Expectations</td>
<td>1 hour</td>
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<tr>
<td>Part 1 - Communication Skills</td>
<td>▪ Spoken communication&lt;br&gt;▪ Listening Skills&lt;br&gt;▪ Non-Verbal Communication</td>
<td>4 hours</td>
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<td>2 hours</td>
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<tr>
<td>Part 2 - Selling Skills</td>
<td>▪ Role Play situations&lt;br&gt;▪ Preparing for the sales call&lt;br&gt;▪ Conducting the sales call&lt;br&gt;▪ Dealing with different kinds of customers&lt;br&gt;▪ Understanding Sales terminology&lt;br&gt;▪ Role Play situations</td>
<td>0.5 hours</td>
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<td>1 hour</td>
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<td>2.5 hours</td>
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<td>Closing</td>
<td>▪ Q &amp; A, Summary and Feedback</td>
<td>0.5 hours</td>
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Description of Modules

Part 1 – Communication Skills

- Spoken communication
  - Improving the effectiveness of communication
  - Structure of communication
  - Questioning techniques
    - Open ended questions
    - Close ended questions
    - Multiple questions
    - Leading questions

- Listening Skills
  - Passive Listening
  - Active listening
  - Reflective Listening

- Telephone Etiquette
  - 5 phases of a call
    - Opening
    - Needs Identification
    - Collection/verification of information
    - Providing information/potential solutions
    - Closing and next steps
  - Using PICTURE
    - P – Pitch
    - I – Inflection
    - C – Courtesy
    - T – Tone
    - U – Understanding
    - R – Rate of Speech
    - E – Enunciation

- Non-Verbal Communication
  - Using non-verbal encouragement over the telephone
  - Tips on body language over the telephone
Part 2 – Selling Skills

- Preparing for the sales call
  - Conducting research on the industry and organization
  - Planning the Sales Interview
  - Prospecting
    - Critical mistakes committed during phone prospecting

- Conducting the sales call
  - Introduction
  - Presentation of information
  - Selling techniques
    - BAF
    - Consultative selling
  - Handling objections
  - Time Management Techniques
    - To-do lists and follow up
    - Reducing After Call Work (ACW)
  - Scheduling follow-up calls

- Dealing with different kinds of customers
  - Angry customers
  - Talkative customers
  - Gatekeepers
  - Customers who are not interested
  - Customers who are pressed for time

- Understanding Sales terminology
  - Glossary of sales terms

**Training Hours:**

The duration of the training program will be 16 hours

**Training Methodology:**

- PowerPoint Presentation
• Role Plays
• Games and Group Activities
• Movie and audio clips

Resources Required:
• MMM Training Solutions will conduct the training
• Maximum number of participants to a class will be 15
• The training will be conducted at a venue organized by client
• The following will be provided by client:
  o Handouts will be printed/photocopied
  o The LCD projector & computer with CD and DVD drive
  o Folders/files for trainees to store their information/feedback
  o Audio speakers
  o Pens and notepads for trainees