SALES

Practical sales training

A practical program for B2B and B2C sales dialogue, need discovery, handling objections and closing the sale.

500 AZN · Prices may change depending on current conditions.

Who is it for

Sales managers · Sales staff · Those wishing to start a career in sales

Session plan

01 Customer psychology

- Decision-making mechanisms
- Customer behaviors

02 Foundational preparation and customer groups

- Differences between B2C and B2B
- Customer segments

03 Initial contact with the customer

- First impression
- Establishing communication

04 Identifying customer needs

- Asking the right questions
- Active listening

05 Product presentation – Part I

- Benefit-based presentation
- Tailoring the message to the customer

06 Product presentation – Part II

- Presenting the price
- Explaining value

07 Customer objections – Part I

- Common types of objections
- Psychological approach

08 Customer objections – Part II

- Practical responses
- Role-playing

09 Closing the sale

- Closing techniques
- The moment of decision

10 Reviewing the sales dialogue

- Real-life scenarios
- Feedback

11 Final exam and Assessment

- Knowledge check
- Certification

Contact and enrolment

Aseto İnkişaf Təlim Mərkəzi (AİTM) · Bakı, Azərbaycan
+994 10 389 39 29 · custom@aitm.az · aitm.az
https://aitm.az/telimler/satis-telimi/?lang=en