

Sales Training to Convert More Leads

Duration: 4 - 8 Hours

For
Managers
and
Staff

Course Description:

Converting prospects to purchasing customers is essential in building any business. Successful companies optimize sales campaigns through systematic approaches to lead qualification and conversion.

Critical to sales lead conversion is an exceptional understanding of the company's value proposition combined with powerful relationship building skills and sound sales mapping strategies.

Special attention is paid to qualifying leads, overcoming buyer objections, and developing powerful sales scripts.

This course is based upon active learning, with rich, interactive exercises and applied experiences.

Learning Objectives:

At the end of this course, participants will be able to:

- Close more deals
- Apply a six (6) step sales system
- Apply proven time management strategies
- Quickly recognize the difference between good and poor leads
- Quickly identify and address buyer objections
- Prepare communication scripts
- Develop sales action plans for personal development

Outcome:

Improved ability to successfully identify good leads and convert them for sales success.