



SALES TRAINING  
STAGE 1

# 30 – Sales Terminologies

Have you ever attended a sales meeting with potential customers? Do they use the words that you don't understand? Do you use relevant sales & marketing terms.

## Learning Objective

Developing a sales & marketing vocabulary that helps you to get the result you want. You must know what you are talking about and how it can be more meaningful

Step 1 – The term

Step 2 – How to use, when to use

Step 3 – Examples

# SALES TRAINING

## STAGE 2

# Sales Plan

The sales plan is the key document in sales process. It is derived from vision and mission of your company. Forecasting, strategy and targets are the key components

### Learning Objective

Well planning is half done. This stage create awareness with various components of sales plan. How the information is gathered and analyzed to formulate the strategy.

- Step 1 – Components of sales plan
- Step 2 – Linking of components
- Step 3 – Strategic perspective
- Step 4 – Derive strategies from sales plan

## SALES TRAINING

### STAGE 3

# Sales Psychology

Nothing happens until the sales takes place. The most successful organizations in the world have superb selling skills. They rise on the quality of their sales efforts.

#### Learning Objective

Develop the psychology of a person going into the market and trying to sell product or services. Each step teaches the unique characteristics of sales cycle.

Step 1 – The psychology

Step 2 – Goal oriented sales

Step 3 – Creative and consultative selling

Step 4 – Approaching the prospects

Step 5 – Decision of buying and objections

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### STAGE 4

# Target Market

Many SMBs say, our services are for everyone. But can they reach to everyone? Certainly not. Not even to 80% of it. If market is analyzed and target is identified, then they can reach to more than 80%

#### Learning Objective

Build a skill set to analyze the market, current customer base, prospective customers to identify the target market

Step 1 – Why target

Step 2 – Current customer base

Step 3 – Analysis of target market

Step 4 – Develop your strategy

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### STAGE 5

# Competitor Analysis

Are you ahead in the market? Certainly, you will look at your competitors before you reply. This stage tells how to evaluate the competitors to compare to your capabilities

#### Learning Objective

How to create competition matrix by analysis of competitors skills with your skills and how to bridge the gap. After this stage you can spot your position.

Step 1 – Current and future competitors

Step 2 – Perform and compare SWOT

Step 3 – Create competition matrix

Step 4 – Analysis of competitors

## SALES TRAINING

### STAGE 6

# Key Account Management

In this section, you will learn how to score key customers ,analyze them, develop plan and action item for each, then create a detailed report to compare.

#### Learning Objective

How to score key customer ,analyze them, develop plan and action item for each, then create a detailed report to compare.

Step 1 – How to score account.

Step 2 – Analysis & planning account

Step 3 – Developing sales metrics.

Step 4 – Creating reports

## SALES TRAINING

### STAGE 7

# Opportunity & Loss Analysis

In this section, you will learn the evaluation of opportunities, root cause identification for lost order and industry standard tool for such analysis

#### Learning Objective

Evaluation of opportunities, root cause identification for lost order and various standard tool for such analysis.

Step 1 – Opportunity qualification

Step 2 – Proposal review (Green, Red)

Step 3 – Loss order analysis

Step 4 – Parato Analysis





SALES TRAINING

STAGE 8

Case Studies & Discussion



# SALES TRAINING

## Eight Stage Program

1. Sales Terminologies
2. Sales Plan
3. Sales Psychology
4. Target Market
5. Competitor Analysis
6. Key Account Management
7. Opportunity & Loss Analysis
8. Sales Case study & discussion

**THE  
WINNING  
TECHNIQUES**

Duration – 16 hrs

For more details send an email to [contact@isobex.com](mailto:contact@isobex.com)

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