



Introduction to Making Sales

Module 1 Lesson 1: Introduction to Making Sales

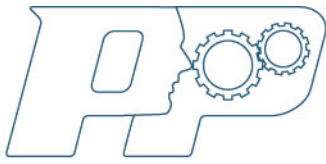
Introduction

Welcome to "Introduction to Making Sales". This course is designed to introduce you to the first stages of a sales process, that of sourcing sales leads and planning for that very important sales call.

This first lesson explains the scope and aims of the "Introduction to Making Sales" Course. It'll also give you some advice on how to navigate the lessons, and an overview of the course assessments.

The aim of this course is to give you the knowledge and skills to carry out a structured sales plan. After completing this course, you'll be familiar with the theories, strategies and components of the Sales process. You'll be able to:

- Understand the importance of sales in the management of the business.
- Identify the key skills that set great sales people apart.
- Understand the various types of sales leads and how to act on them.
- Establish the critical elements to be planned into a sales call.



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This course is perfect for people who are beginning a new career in Sales and have little or no experience in the area. You'll get a good insight into just how the sales process works, and practical tips that you can put to use in real sales situations. This course is also great for people who already work in a sales position, as you'll look at theories and strategies to really refine your skills.

Course Aims

In Introduction to Making Sales, you will examine the theories and strategies associated with each of the steps in the Sales process.

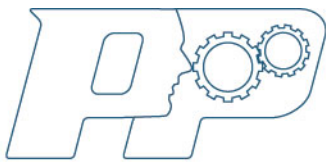
The course is divided into 4 lessons:

Lesson 1: The Importance of Sales

Lesson 2: Qualities of a Great Sales Person

Lesson 3: Prospecting

Lesson 4: Pre-call Planning



How to navigate the course

If this is your first course with People & Process Academy, be sure to look at “Studying with People & Process” before you begin. This short video shows you how to find your way around the lessons and modules.

Lessons are all presented in video format, and there's a transcript you can follow as you watch. If you like, you can download the video transcript to revise later on.

Each new lesson builds on previous information, so it's best to follow the lessons in order. Similarly, you should follow each module in sequence as you first go through the course. All registered users have unlimited access to video lessons and transcripts, and you can repeat each video as often as you like.

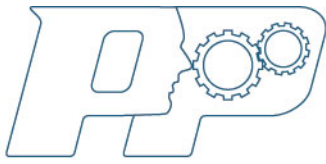
There's a discussion forum attached to this course. You'll find the discussion forum on the “Introduction to Making Sales” course homepage. In this forum you can chat to other students and leave questions and comments on the course.

If you have any difficulties navigating the course, see the support section for help.

The Assessment Method

There's a quiz at the end of each lesson to test your understanding of the material.

To successfully complete this course, you must pass the quiz for each lesson. Once all the lessons have been completed, you can then download and print the People & Process completion certificate.



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This course can also lead to an external QQI certificate. The certification path for eligible learners requires completion of separate course assessments. Criteria and materials for these assessments will be posted in the discussion forum during the course.

So let's get started! In the next video, we'll get right into Introduction to Making Sales by looking at "The Importance of Sales"

