



## Opening a Sales Call

### Module 1: Course Outline

#### Introduction

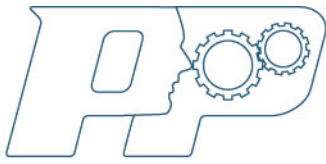
Welcome to "Opening a Sales Call". To make a sale you need to build strong relationships with your customers and deliver a sales presentation that addresses their specific needs.

This course focuses on how to master a sales call. We examine the best way to open a sales call, build rapport with your customer and understand their business needs.

We'll also examine the communication skills necessary for a successful sales call and how to demonstrate to your customer your product knowledge and expertise.

After completing this course, you'll be able to:

- Outline the key elements required in opening a sales call.
- Establish the customer needs/wants.
- Discover the steps needed to build strong relationships.
- Explain and illustrate depth and breadth of product expertise.



# People & Process Academy

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 “Opening a Sales Call”, you will examine the theories and strategies associated with first gaining the customers interest in your product.

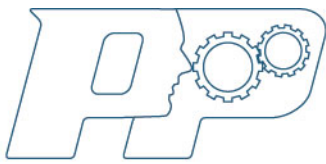
The course is divided into 4 lessons:

**Lesson 1: The Open**

**Lesson 2: Customer Engagement**

**Lesson 3: Understanding the Customer Business Needs**

**Lesson 4: Demonstrate Expertise and Knowledge**



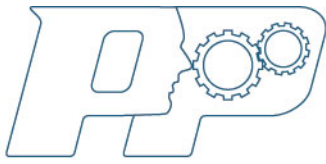
## How to navigate the course

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 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.

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 Opening a Sales Call by looking at "The Open".