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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |   |   |   |  |
|   |   | **SALES TRAINING PLAN** |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   | **SALES PEOPLE ARE ALWAYS ON THE FRONT LINE OF YOUR BUSINESS** |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   | This training gives the background information of our company, the goals we want to achieve, and the selling process. We will describe our target client, how to talk to them, the do’s and don'ts of our selling process. |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   |   | **\*** | **CRM (CUSTOMER RELATIONSHIP MANAGEMENT) - CENTRALIZED SOFTWARE FOR SALES** |   |   |
|   |   |   | The CRM software analyses the stored data and generates a report that can help an organization improve its customer relationships and ultimately increase sales performance. |   |   |
|   |   |   | **Date:** | 15/01/2024 | **Duration:** | 5h | **Place:** | Main building, Room A5 |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   |   | **\*** | **LEAD GENERATION & QUALIFICATION** |   |   |
|   |   |   | Our leads are generated by our inbound marketing team, cold prospecting, and partnerships (~15%). We qualify all of our leads using a checklist that identifies our lead’s needs, budget, and authority to solve their challenge. |   |   |
|   |   |   | **Date:** | 16/01/2024 | **Duration:** | 4h | **Place:** | Sales main office |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   |   | **\*** | **CONTACTING LEADS** |   |   |
|   |   |   | How does the majority of the sales process happen? Remotely (e.g. phone, email, chat), in person or a combination? We use these cold calling scripts and cold emails to make initial contact with leads. |   |   |
|   |   |   | **Date:** | 17/01/2024 | **Duration:** | 8h | **Place:** | Sales main office |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   |   | **\*** | **GIVING A SALES PRESENTATION** |   |   |
|   |   |   | We use emails, phone calls and in-person meetings to deliver a sales proposal for our offering based on the pains we uncovered in the lead qualification process. |   |   |
|   |   |   | **Date:** | 18/01/2024 | **Duration:** | 8h | **Place:** | Field work (selected company) |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   |   | **\*** | **OVERCOMING OBJECTIONS** |   |   |
|   |   |   | We will go through the most common objections we hear after our proposal, and explain ways how we handle them. You want to do all you can to keep the conversation going in a natural way. |   |   |
|   |   |   | **Date:** | 22/01/2024 | **Duration:** | 4h | **Place:** | Main building, Room A5 |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   |   | **\*** | **CLOSING A SALES DEAL** |   |   |
|   |   |   | When you use the right phrases, tips, and techniques, you ensure your efforts in nurturing prospects amount to sealing sales deals. |   |   |
|   |   |   | **Date:** | 23/01/2024 | **Duration:** | 5h | **Place:** | Sales main office |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   |   | **\*** | **CUSTOMER RETANTION** |   |   |
|   |   |   | To boost customer retention, companies will implement various tactics to reduce the number of customers lost in a period and better their experiences to ensure that they remain loyal to the business. |   |   |
|   |   |   | **Date:** | 24/01/2024 | **Duration:** | 6h | **Place:** | Sales main office |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
|   | **This training plan is customized for:** | Gordon Forest (North-West territory salesman position) |   |
|   |   |   |   |   |   |   |   | [**© TemplateLab.com**](https://templatelab.com/)  |