

Master the **Essentials of Selling**Timeo-Performance
Get resultsCROSSKNOWLEDGE
A Wiley Brand
AUTHORIZED PARTNER

QUICK VIEW

**100% distance-learning**About
10.5 hoursNewly recruited
salespeople working in
B2B or B2C; experienced
salespeople who want to
review the fundamentals
of B2B or B2C selling.

Change is a given in the business world: new competitors emerge, market pressures mount, prices fall, the profiles of decision-makers and customers change, some companies merge, others disappear, purchasing behaviors and communication methods evolve, new products are launched...

How can you, as a salesperson, get success on your side in this shape-shifting world? The answer is simple: get regular training on effective sales techniques! This will allow you to fine-tune your skills and make sure you're in sync with the rest of the sales force.

This course presents tried and tested techniques used by highly experienced salespeople. You'll see that by applying these methods out in the field, you'll make your sales figures soar.

FOLLOW THE PATH

The keys to successful selling ①

② Preparing to talk
to your prospect

Getting the first 5 minutes right ③

④ Identifying your prospect's
needs and motivations

Making a convincing pitch ⑤

⑥ Dealing with objections

Sealing the deal ⑦



PHILIPPE KORDA

Philippe Korda is a management expert, a successful author and director of Korda & Partners, which specializes in management consultancy for major organizations. Cited in the French *Who's Who* as a leading business personality, Philippe Korda has written several authoritative books including the international best-seller on sales techniques *Vendre et défendre ses marges*.

FOR PROVEN
BENEFITS

Better sales techniques



A more customer-oriented approach

Enhanced individual and
team performance