

# Sales Mastery



## Skills Developed

- Sales pipeline
- Build customer relationships
- Close deals
- Self-motivation
- Collaboration
- Cross-functional thinking



## Module Outline

- Orientation
- Understanding the sales cycle
- Prospecting and building a pipeline
- Initial contact and building rapport
- Opportunities and building client trust
- Presenting the solution and handling objections
- Closing the deal
- After-sales and customer success
- Final assessment



## Outcomes

- Understand the sales cycle and its application across different account types.
- Apply skills in prospecting, qualifying and converting clients effectively to achieve sales targets.
- Demonstrate the ability to enhance client engagement and rapport-building by using emotional intelligence.
- Identify and analyse client needs, solve client challenges and build trust.
- Develop closing techniques and after-sales strategies that will secure deals and foster long-term relationships.



## Assessment Task

Learners are required to submit a Sales Plan relevant to a business environment.

