

# Sales Curriculum

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Now you have the flexibility you need to offer a series of quality, skill-building, sales training courses. You can mix and match them for classroom or Online delivery depending on the need. These training programs give you the flexibility to expand your training opportunities.

## **Customer-Oriented Selling (COS)**

COS teaches a consultative process for developing understanding and agreement between the customer and your salespeople throughout the sales process. It's a logical, non-manipulative approach that works. COS develops proven selling skills while teaching your salespeople to be responsive consultants—individuals sincerely interested in helping to achieve the business objectives of their customers with your products or services.

*Delivery Options Available: Classroom*

## **Coaching for Results**

A sales manager can have a powerful effect on the productivity of his or her sales team. Sales call coaching can improve sales call results, reduce the length of the sales cycle, minimize wasted calls, and identify sales representatives' skill deficiencies to help set a course for improvement. Better skills lead to more productive sales calls, and that's what Vital Learning's *Coaching for Results* is all about.

*Delivery Options Available: Classroom*

## **Telephone Prospecting & Qualifying (TPQ)**

*Telephone Prospecting & Qualifying (TPQ)* teaches sales representatives why and how to prospect and qualify over the phone. *TPQ* explores why prospecting is important and helps each sales representative establish a profile of a qualified prospect. It teaches participants how to plan and conduct successful prospecting calls that will result in an agreement to further the sales process or to disqualify the prospect. Techniques for handling the special obstacles that arise when using the phone, such as getting through a screener or dealing with answering machines, are also explored. Finally, the course fine tunes communication skills to enable sales representatives to project a positive image for your organization.

*Delivery Options Available: Classroom*

## **THE SUCCESS INSTITUTE**

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