



ADVANCED SALES TRAINING

Module Handbook



Course Outline

Module Code	Module Title	Objective	Items included in Module	Description	Learning Outcomes	Assessment	Delivery Date	Time (hrs)
MM001	Foundation of Sales	To provide a solid foundation and essential skills required for becoming a successful salesperson.	1. Importance of understanding sales foundations 2. Sales structure foundation 3. Foundations of a salesperson	An in-depth dive into the functionalities and skills required, supported by diagrams and theory.	Participants will grasp the importance of establishing a strong sales foundation before starting to sell.	A brief quiz to test their knowledge, with a minimum passing score of 80%.		2
MM002	Sales Cycle - 7 Stages	To understand the stages of a sales cycle.	1. Prospecting 2. Making contact 3. Qualifying the lead 4. Nurturing the lead 5. Presenting the offer 6. Overcoming objection 7. Closing the sale	A thorough exploration of all 7 stages, with discussions, examples, and role plays for each stage.	Participants will gain confidence in all stages of the sales cycle, enabling them to navigate the customer journey with ease.	A 15-minute test at the end to outline the 7 stages of the sales cycle and describe one element of each stage. A 100% pass rate is required, as this knowledge is crucial.		3
MM003	Communication Skills	To learn the four steps of effective communication	1. Presence 2. Listening 3. Speaking 4. Trust	All four stages will be explored in detail, highlighting their importance in sales. Engaging questions will also be provided to help gain customer buy-in.	After completing the four stages, participants will recognize the importance of each stage and learn how to tailor their sales pitch accordingly.	After each stage, an exercise will be provided, allowing the participants to share a real-life example to reinforce understanding.		2.5

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MM004	Bonding & Building Rapport	To understand that making the customer feel comfortable is a key part of the sales process.	<ol style="list-style-type: none"> 1. Why is bonding and building rapport with your customer important? 2. How do we establish rapport with our customers? 3. How do you deliver your conversation to build rapport? 4. Role play 	<p>A deep dive into the key elements of rapport building and bonding with customers, and their crucial role in sales. Different communication methods will be looked at to identify which are most effective for building strong relationships.</p>	<p>After this module, it will be clear to the participants why building rapport and bonding with customers is essential for achieving higher conversion rates.</p>	<p>Role plays will be conducted with the trainer to assess the level of rapport and bonding achieved. A score out of 10 will be given, with a minimum of 7 required to pass the module.</p>		2
MM005	The 3 Elements of Success	To build knowledge of these 3 elements in order to grasp the key values of success.	Techniques, attitudes, and behaviours of a salesperson and their impact on a sale	Showcase different examples of types of behaviours and how they can make or break a sale.	Mastering these techniques will enable the participants to deliver the best customer service possible.	A short 15-minute test on the 3 elements of success, with a 75% pass rate required.		2
MM006	Setting your Goals	To learn the importance of having clear SMART goals and objectives.	<ol style="list-style-type: none"> 1. Focus & direction 2. Motivation & engagement 3. Measurement of success 4. Skill development 5. Accountability 6. Alignment with business objectives. 	Understanding SMART goals provides clarity and focus, offering direction, motivation, and accountability—key factors for high performance.	Upon completing this module, participants will understand the importance of clear goals as a roadmap to success, helping them stay productive, grow professionally, and contribute to the company's success.	A 15-minute assessment where participants will write SMART goals, which will then be shared within the group. The assessor will grade the trainee as pass/fail.		1.5

Module Code	Module Title	Objective	Items included in Module	Description	Learning Outcomes	Assessment	Delivery Date	Time (hrs)
MM007	Understanding the Buyer	To understand what drives a buyer to purchase your product.	<ol style="list-style-type: none"> 1. Solving a problem or meeting a need 2. Buying for convenience 3. Emotional connection 4. Trust in the brand 5. Cost savings 6. Safety & Security 	Understanding these motivations will help the salesperson tailor their strategies to align with the customer's needs.	Once the trainee understands the buyer and their motivations, it will help them shape their approach to selling the product.	A written paragraph with three key points on the importance of understanding the buyer's motive to purchase a product, using an example.		2.5
MM008	Customer Pain Points	To understand customer pain points in order to define the most effective solution.	<ol style="list-style-type: none"> 1. Why acknowledging a customer pain points helps build trust & rapport 2. Creating relevant solutions 3. Enhancing value perception 4. Differentiating from competitors 5. Reducing customer objections 6. Building long-term relationships 7. Enhancing customer experience 	Evaluating the questions to ask to identify the customers pain points	The trainee will be able to evaluate customer pain points, saving time by enabling themselves to offer the right solution.	A 10-minute quiz with true/false options to determine whether the statements are relevant to discovering customer pain points.		2.5
MM009	Mindset	To establish why it is important to have a positive mindset.	<ol style="list-style-type: none"> 1. Assessing the mind and its thoughts 2. How to remain positive 3. Why is it necessary to remain positive throughout the sales process? 4. How can rejection affect the mind? 5. Managing stress & pressure 6. Self-belief 7. Adaptability to change 	Examining various factors that influence the mind and their impact on sales.	The trainee will understand that a resilient, growth-oriented mindset drives higher performance, improves the overall customer experience, and can lead to higher sales and repeat business.	A short quiz to test the knowledge of the trainee.		1.5

Module Code	Module Title	Objective	Items included in Module	Description	Learning Outcomes	Assessment	Delivery Date	Time (hrs)
MM010	Behaviour & Attitude	To examine how various behaviours and attitudes can influence sales outcomes.	<ul style="list-style-type: none"> 1. The ABCs of attitudes 2. How accurately do our attitudes predict our behavior? 3. How does our behavior influence our attitudes? 4. Can a negative attitude cost you a sale? 5. The power of positive attitude and optimism 6. The importance of adaptability and open-mindedness 	<p>Assessing how different behaviours and attitudes can lead to varied outcomes, even with the same customer.</p>	<p>After completing this module, participants will be able to grasp why having a positive attitude and behaviour is beneficial for both sales success and personal growth.</p>	<p>This module will be assessed by a role play.</p>		1.5
MM011	Embracing Comfort Zones	To determine how taking risks and stepping into new zones can raise confidence and increase sales	<ul style="list-style-type: none"> 1. Expanding the trainee's skill set 2. Building confidence 3. Enhancing adaptability 4. Exploring new opportunities 5. Learning from rejection 	<p>Using the comfort zone model will help individuals understand the importance of stepping outside their comfort zone for personal and professional growth.</p>	<p>Embracing selling outside the comfort zone will help participants build resilience and become less afraid of rejection.</p>	<p>A short true/false quiz to assess understanding of stepping out of the comfort zone, with an 80% pass rate required.</p>		2
MM012	Organization Skills	To understand how adhering to strict timelines can improve sales results and overall efficiency.	<ul style="list-style-type: none"> 1. Time management 2. Effective lead management 3. One Note as a management tool 4. The use of Microsoft calendar 5. Seamless follow-ups 6. Reducing stress and avoiding burnout 	<p>We will explore why being organized is a key factor for success in sales, including an analysis of tools like 'Time Block Diagrams'.</p>	<p>This module will cover various techniques and tools to help participants stay organized, resilient, and effectively manage their workload.</p>	<p>Participants will be asked to map out a full week, including time schedules and breaks.</p>		2

Module Code	Module Title	Objective	Items included in Module	Description	Learning Outcomes	Assessment	Delivery Date	Time (hrs)
MM013	Objection Handling	To handle each objection effectively, turning hesitation into trust.	<ol style="list-style-type: none"> 1. Understanding objections 2. Welcoming and planning for objections 3. Common objections 4. Four-step process for handling objections 5. Six specialized methods for handling objections 6. Reviewing key terms and objections 7. Thinking critically 	<p>There are many ways to handle and understand objections. This module will focus on the most effective strategies for overcoming them.</p>	<p>Upon completing this module, participants will feel more confident and resilient in handling customer objections</p>	<p>Sales role-play with the trainer, where objections will be presented to the seller, and their responses will be evaluated based on how effectively they handle them.</p>		2
MM014	Sales Forecasting	To forecast sales accurately and in a timely manner.	<ol style="list-style-type: none"> 1. Sales forecasting process 2. Types of forecasting methods 3. Survey of buyer intentions 4. Trend projection 5. Setting realistic goals 6. Budget and financial planning 7. Managing customer expectations 8. Optimizing sales team performance 	<p>Various methods are used for forecasting for different reasons. This module will provide an in-depth look at these methods.</p>	<p>Understanding the importance of forecasting will help participants predict future sales more accurately, enabling the business to prepare for both sales surges and downturns.</p>	<p>A 20-minute test to assess the learning and understanding of sales forecasting.</p>		2.5
MM015	Prospecting Techniques	To equip participants with the skills to identify high-value prospects and engage with them effectively.	<ol style="list-style-type: none"> 1. Segmenting the market and identifying ideal customer profiles 2. Leveraging social selling and digital channels 3. Exploring various methods for qualifying leads 4. Utilizing different data sources for prospecting 	<p>The participants will learn to leverage social selling, digital channels, and data-driven insights to enhance lead quality.</p>	<p>Participants will be able to use modern methods to identify and qualify high-potential leads, ensuring a strong and high-quality pipeline.</p>	<p>A 15-minute test where participants review data to identify high-value leads and explain why they consider them to be hot prospects.</p>		2

Module Code	Module Title	Objective	Items included in Module	Description	Learning Outcomes	Assessment	Delivery Date	Time (hrs)
MM016	Customer Psychology and Behavior Analysis	To enable sales professionals to understand the psychology of buyers and influence their decisions.	<ol style="list-style-type: none"> 1. Understanding the customers pain points in more detail 2. Techniques for uncovering objections 3. Influence and persuasion tactics 4. Decision making process 	Understand the customer psychology to help identify and address underlying motivations and pain points.	Upon completing this module, participants will gain insights into customer behavior, allowing them to address underlying concerns and motivations effectively.	Through various examples, participants will identify customer motivations and pain points.		1.5
MM017	Closing Strategies	Equip the candidates with high-level closing techniques for complex sales scenarios	<ol style="list-style-type: none"> 1. Identifying closing signals 2. Creating urgency without pressure 3. The assumptive close, trial close and alternative close techniques 4. Closing small or large deals 	Closing requires a fine balance of timing and technique. This module explores various closing strategies tailored to different sales scenarios.	Participants will learn when and how to close deals effectively, particularly in complex sales situations.	A role play to assess whether participants have mastered the different closing strategies.		2
MM018	Building Long-Term Relationships	Train sales professionals on relationship-building techniques to foster customer loyalty and increase retention.	<ol style="list-style-type: none"> 1. Strategies for maintaining post-sale engagement 2. Personalized follow-ups and relationship management 3. Creating value-added interactions 4. Leveraging customer feedback to strengthen relationships 	Customer loyalty is built over time through value-driven engagement. This module covers relationship-building techniques, such as personalized follow-ups and feedback loops, to help salespeople strengthen client relationships and encourage repeat business.	Participants will learn strategies for building lasting client relationships, boosting the likelihood of repeat business and referrals.	Participants will create a long-term follow-up strategy and present a relationship-building plan.		2

Module Code	Module Title	Objective	Items included in Module	Description	Learning Outcomes	Assessment	Delivery Date	Time (hrs)
MM019	Consultative Selling Techniques	To shift the sales approach from transactional to consultative, focusing on solving customer problems rather than simply selling a product.	<ol style="list-style-type: none"> 1. Needs analysis and solution development 2. Questioning techniques to uncover deeper needs 3. Crafting a consultative sales pitch 4. Positioning yourself as a trusted advisor 	Consultative selling shifts the focus from product features to customer needs. This module teaches how to conduct a needs analysis, create tailored solutions, and position yourself as a trusted advisor, building stronger trust and solution relevance.	Participants will learn to approach sales as consultants, offering tailored solutions that address customer pain points and build trust.	A mock test to assess the participants questioning skills, solution relevance and approach as a trusted advisor.		2
MM020	Managing Complex Sales Cycles	To prepare sales professionals to effectively handle extended sales cycles that involve multiple stakeholders and decision-makers.	<ol style="list-style-type: none"> 1. Mapping the decision-making unit (DMU) 2. Strategies for nurturing long-term sales cycles 3. Handling objections over prolonged periods 4. Creating follow-up strategies to maintain engagement 	Complex sales cycles require a unique approach. This module covers techniques to map decision-makers, manage extended timelines, and maintain engagement throughout multi-stage negotiations.	Participants will learn how to manage complex sales cycles, build strong relationships with multiple stakeholders, and maintain momentum through extended negotiations.	Present a complex sales scenario and ask the participants to create a plan that maps the sales process and how they would deal with the stakeholders.		2
MM021	Presentation & Storytelling Skills	To enhance sales presentation skills by using storytelling techniques that engage and persuade the audience.	<ol style="list-style-type: none"> 1. How to structure your presentation 2. The use of visual aids and their effectiveness 3. Engaging the audience and maintaining their interest 4. Customizing stories to resonate with specific customer needs 	Effective storytelling makes sales presentations more compelling. This module focuses on structuring narratives, using visuals, and tailoring stories to customer needs, helping participants captivate their audience and leave a lasting impression.	Participants will develop storytelling skills that make presentations memorable, persuasive, and impactful.	Participants will present a product using storytelling techniques. Their narrative structure, engagement level, and ability to connect the story to the customers needs will be assessed.		2

Module Code	Module Title	Objective	Items included in Module	Description	Learning Outcomes	Assessment	Delivery Date	Time (hrs)
MM022	Strategic Account Management	To equip salespeople with the skills to strategically manage and grow key accounts.	<ol style="list-style-type: none"> Identifying and prioritizing high-value accounts Developing account-specific sales plans Cross-selling and upselling strategies Relationship mapping and stakeholder management 	Managing key accounts strategically is essential for long-term success. This module covers the creation of account-specific plans, along with upselling and cross-selling strategies..	Participants will understand how to cultivate key accounts and maximize revenue opportunities by deeply understanding client needs.	Create an outline of a strategic account plan. This should include selling strategies, engagement steps and feasibility as a minimum.		2
MM023	Personal Branding	To empower salespeople to build a strong personal brand and establish authority in their field.	<ol style="list-style-type: none"> Strategies for building a personal brand Leveraging LinkedIn and other platforms for thought leadership Creating content for customer engagement Networking and positioning yourself as an industry expert 	Establishing a personal brand helps salespeople stand out. In this module, participants will learn how to leverage LinkedIn and other social platforms.	Participants will understand how to build credibility and influence within their industry, attracting more leads and enhancing their professional reputation.	Participants will develop a personal branding plan, including a sample LinkedIn post, blog ideas and show creativity.		2
MM024	Cross-Cultural Selling	To enable sales professionals to navigate cultural differences in sales interactions, particularly for global sales roles.	<ol style="list-style-type: none"> Understanding cultural differences and communication styles Adapting sales presentations to different cultural contexts Building rapport with clients from diverse backgrounds Overcoming potential cultural barriers in negotiations. 	Understanding cultural differences is key. This module explores cultural intelligence, adapting communication styles, and building rapport across cultural boundaries to help participants gain trust with diverse customer groups.	Participants will gain skills to interact successfully with clients from various cultural backgrounds, fostering trust and facilitating smooth transactions.	A role play where the participant is asked to adjust their approach in communication methods.		1.5

Module Code	Module Title	Objective	Items included in Module	Description	Learning Outcomes	Assessment	Delivery Date	Time (hrs)
MM025	The Customer's Budget	To establish the customer's budget to ensure the correct product is offered and time is not wasted.	<ol style="list-style-type: none"> 1. Understanding buyers' constraints 2. Providing customized solutions 3. Prioritizing value over price 4. Reducing objections and accelerating the sales cycle 5. Improving forecasting accuracy 6. Strengthening relationships and building trust 	This module will explore ways to clarify the customer's budget, without necessarily asking direct questions.	Participants will understand how knowing the customer's budget can save time and allow you to focus on selling the right product.	A sales role play will be conducted to assess whether the correct questions have been asked to establish the customer's budget.		2
MM026	Responding To Leads	To learn the right time to respond to leads	<ol style="list-style-type: none"> 1. What are the appropriate cadences for responding to leads? 2. How many times should a customer be contacted? 3. When is the best time to respond to a lead? 4. What is the most effective communication method when responding to a lead? 5. Is research necessary before contacting the customer? 	This module will explore how responding to leads at the right time can have a significant impact on the sale.	Participants will understand the fundamental importance of when to respond to a lead and the correct communication method.	A short 5-minute quiz to assess the right time to respond to inbound leads.		1.5
MM027	Cold Calling	To understand the difference between inbound and outbound.	<ol style="list-style-type: none"> 1. Organizing your data 2. Researching the customer before making the call 3. Choosing the best communication method 4. Setting realistic conversion rates 	This module will explore the different aspects of contacting a cold customer.	This module will teach the participant the art behind calling or making contact without a lead.	A short 10-minute test to evaluate understanding of how to make contact with a customer from a cold list.		2

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MM028	Presenting the Sales Offer	To ensure a needs analysis is conducted, and the customer's pain points are identified before presenting the offer.	<ol style="list-style-type: none"> Has a full needs analysis been conducted? Have all the pain points been identified? Have timelines and the budget been agreed upon? 	<p>This module will look at the summary of the stages before the offer is presented</p>	<p>Often, offers are rushed, leading to lost sales. This module will help participants ensure that all areas are thoroughly addressed before making an offer.</p>	<p>A role play with various sales scenarios to assess how the offer is presented.</p>		2
MM029	Sales Metrics and Performance Analytics	To equip participants with the knowledge to track, analyze, and leverage sales metrics for ongoing improvement.	<ol style="list-style-type: none"> Key sales metrics (e.g., conversion rates, customer acquisition cost, customer lifetime value) Data analysis techniques for sales improvement Using analytics to identify areas for improvement Reporting and setting benchmarks for personal growth 	<p>Data analysis refines sales strategies. This module covers tracking KPIs, analyzing sales metrics, and generating actionable insights, enabling salespeople to evaluate performance, identify areas for improvement, and adjust their approach accordingly.</p>	<p>Participants will learn to use data to monitor performance, set goals, and adjust their strategies for better results.</p>	<p>Participants will be required to produce KPI reports for themselves, which will then be assessed to determine if they are sufficient for monitoring performance.</p>		2
MM030	Sales Process & Pipeline Management	To teach participants effective techniques for managing a complex sales pipeline efficiently.	<ol style="list-style-type: none"> Building and tracking a multi-step sales process Managing the sales funnel Time management and prioritization within the pipeline Tools for pipeline tracking 	<p>Focused on managing complex sales cycles, this module covers strategies for creating a structured, multi-step sales process and optimizing the sales pipeline. Participants will learn techniques to track opportunities, prioritize leads, and use CRM tools to stay organized and efficient.</p>	<p>Participants will understand how to optimize their pipeline to focus on the highest-yield opportunities, reducing wasted time and increasing efficiency.</p>	<p>Participants will need to create a pipeline management plan to handle the lead process. They will be assessed on their ability to efficiently organize, prioritize, and articulate their pipeline strategy.</p>		2