

American Management Association's Principles of Professional Selling

Learning Objectives

- Define Your Own Strengths and Areas to Improve, as Well as Create an Action Plan for Future Development
- Develop Plans and Tools for Operating Your Business More Effectively
- Demonstrate the Skills That Identify You as a True Sales Professional
- Approach Your Customers and Prospects in a Consultative Manner
- Manage Your Time and Capitalize on the Most Productive Opportunities

Professionalism

- Set Your Learning Goals for This Class
- Define “Professionalism”
- Identify the Habits of Productive Salespeople

Planning

- Define and Perform a Competitive Analysis
- Complete an Account Profile of One of Your Best Customers
- Identify the Key Contacts in Each of Your Accounts

Listening

- Identify the Elements of Good Listening
- Identify the Barriers to Effective Listening, as Well as Techniques of Attentive and Active Listening
- Demonstrate Your Proficiency in Active, Attentive Listening

Personal Styles

- Identify Your Own Personal Style
- Identify the Personal Styles of Others
- Identify an Ideal Sales Approach to Match the Personal Style of Your Customer

Becoming a Problem Solver

- Explain the Difference Between Supplier-Based Selling and Customer Problem Solving
- Develop a Plan for Using a Consultative Selling Approach for Your Business

The Sales Process

- Describe the Steps of the Sales Process
- Demonstrate the Skills Associated with Each Element of the Sales Process
- Conduct Effective Sales Calls, from the Initial Greeting to the Final Commitment

Individual Evaluation

- Apply the Skills Associated with Each Element of the Sales Process
- Reinforce Your Understanding of the Sales Process By Critiquing Various Presentations
- Improve Your Professional Selling Skills By Reviewing and Evaluating Your Own Presentation

New Business Development

- Identify and Develop New Business Strategies for Yourself
- Qualify a Business Opportunity to Determine Where Your Time Is Best Spent
- Develop a Prospecting Call Strategy and Script Alternatives

Territory and Account Management

- Differentiate Between Territory Management and Territory Coverage
- Analyze Your Territory and Account Base and Set Goals
- Analyze Key-Account Relationships
- Perform an Account Penetration Analysis

Time Management

- Develop an Objective Tracking System
- Effectively Prioritize Your Work and Manage Your Time