

# Sales Training Boot Camp

Give yourself the tools you need to succeed in any sales environment with this interactive, instructor-led training. It'll help you find, qualify and pitch products to potential clients — even when you can't meet face-to-face.

Jump-start sales in your organization! Sign up for this LIVE, online course and learn how to stay on top of your game even when you have to modify the way you engage with and sell to customers. Whether your primary focus is on selling — or sales is part of your role, this training provides the key skills you need to thrive in sales on the phone, virtually face-to-face or in-person.

## Session 1

### Prospecting and Qualifying Sales Leads

- Discover virtual techniques for prospecting new clients
- Identify proven ways to qualify sales leads remotely
- Define your unique selling proposition rework your sales script
- Find new ways to pitch your products when you can't attend in-person events

## Session 2

### Building Trust Through Consultative Selling

- Explain the steps of consultative selling
- Describe how to build trust using a customer-focused approach
- Discover which questions you need to ask to reveal customer needs
- Learn how to transform features into value-added customer benefits

## Session 3

### Handling Objections and Persuading Customers

- Discuss the concept of objections as opportunities
- Identify how to know if you're dealing with real objections
- Determine the best practices for handling objections remotely
- Describe strategies for persuading customers in a virtual setting
- Adopt structured persuasion techniques

## Session 4

### Winning Deals While Working Virtually

- Develop strategies to prepare for a virtual sales meeting
- Discover ways to connect and engage with others in a virtual setting
- Leveraging video-based technology to engage remote buyers
- Learn how to make your meetings memorable to sales prospects