INTRODUCTION

<u>Introduction</u>

- What is sales?
- Sales is about building relationships
- Common sales terms
- What are sales processes and methods?
- Who's on a sales team?
- Summary

<u>The Importance of Ethics in Sales</u>

- Sales and standards
- Are the stereotypes true?
- Why ethical decisions are essential
- Ethical pitfalls
- What would you do?
- How would you react?
- Staying ethical
- Company card conundrum
- Summary

COMMUNICATING WITH CUSTOMERS

<u>Basic Sales Communication Skills</u>

- Introduction
- Why is communication important in sales?
- What good communicators do
- Check your understanding
- Summary

<u>Integrating Your Sales and Marketing Efforts</u>

- Two sides of the same coin
- What roles do sales and marketing play?
- Different roles, same objective
- What happens when teams aren't aligned?
- Collaboration, not competition
- Where sales and marketing meet
- Creating a collaborative environment

- Check your understanding
- Summary

SALES PROCESSES

An Overview of the Sales Pipeline

- Imagine this
- What is a sales pipeline?
- What does a typical pipeline look like?
- Typical pipeline stages
- Moving through the pipeline
- Elements of a healthy pipeline
- Summary

Aligning Sales With the Buyer's Journey

- Hit or miss?
- What is the buyer's journey?
- 3 stages of the buyer's journey
- Why the buyer's journey matters in sales
- Aligning with every stage
- Tips and tricks
- Summary

SALES TOOLS

Essential Sales Tools

- Flourishing or fumbling?
- What are sales tools?
- How tools can improve your process
- Common types of sales tools
- Getting to know your team's toolkit
- Summary

What Is a CRM System and Why Is It Important in Sales?

- First day on the job
- What is CRM?
- What is a CRM system used for?
- What can a CRM system do?

- CRM software features
- How can CRM systems elevate relationship-building?
- Summary

SUMMARY

Summary

- Sales is about relationships
- Communication is key
- Consider your process
- Pick up your toolkit

FINAL EXAM