

ALPHA SALES SYSTEM POS-SS

Duration: 2 days; Instructor-led | Virtual Instructor-led

OVERVIEW

Everybody knows that selling is an important skill, like driving, swimming, and cycling. If we can learn to drive a car, swim, or cycle, we can learn to sell effectively.

Great Salespeople are NOT born but trained. The myth of a natural-born salesperson is debunked daily by unassuming sales champions. Some salespeople are extroverts as there are who are introverts. Most people know of at least 1 person who started as a reluctant salesperson, with none of the “natural” selling abilities but was trained, coached, and sold his/her way to success.

Sales is the most natural skill every human learns from birth. Every baby knows to sell is to survive, they sell the pleasure of their smile or the pain of their cry to their carers when they want something. Everyone sold some idea to a friend or family at some point in their lives. Every employee sold the idea of being hired during the interview. What is less understood is the decision-making process.

OBJECTIVES

Upon completing this workshop, participants should be able to :

- Understand the sales cycle and how the decision-making process works.
- Design an effective introduction that has prospects begging to listen to the presentation.
- Design and deliver an effective presentation of your product that will have prospects asking for more.
- Handle and pre-handle any objections that may arise.
- Overcome sales reluctance and ask for the sale.

PREREQUISITES

- No prerequisites

AUDIENCE

- The ALPHA Sales System course is a comprehensive sales training program that is designed to help salespeople at all levels of experience close more deals. It is taught by experienced and certified sales trainers, and it covers a wide range of topics, including the sales process, prospecting, and qualifying, building relationships, presenting effectively, handling objections, and closing deals. The course is also based on the latest research in neuropsychology and sales psychology, which means that it is based on what works in the real world.
- The ALPHA Sales System course is suitable for a wide range of audiences, including salespeople at all levels of experience, sales managers and supervisors, entrepreneurs and business owners, and anyone who wants to learn how to sell. If you are

serious about improving your sales skills and closing more deals, then the DOMINANCE SALES ENVIRONMENT course is the right choice for you.

COURSE CONTENTS

Module 1: Selling 101

- What is Selling?
- Understanding the Sales Cycle
- ALPHA System

Module 2: ATTRACT

- Effective Hook lines
- Self Intro with Impact
- 1Min Pitch with ZING

Module 3: LEVERAGE

- Gain leverage on Prospect's Pain
- Qualify prospects to know the buying signal.
- Get Permission to present.

Module 4: PRESENT

- AMAZING 5 Min Presentation
- Hypnotic Words that influence the mind

Module 5: HANDLE

- Pre-framing Objections before they arise.
- 3 F Method to handle any objection.
- Objection=Interest Mindset

Module 6: ACTION

- Easiest Sales Close
- ABC of Closing
- Overcoming Closing Resistance

Module 7: Putting It All Together

- Designing The Sales Presentation, Case Studies & Role Play