

# Sales Skill Builders



## Professional Development Associates

*Facilitating the growth  
of individuals & their  
organizations*

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**LEARNING**  
*Take The Lead.*

## INTERNET-BASED TRAINING

There are many challenges in today's business environment to remain competitive in your market. You're investing in the development of your salespeople. Yet you need them to be in the field selling as much as possible.

Now you have the flexibility you need to offer a series of quality, skill-building, sales training courses online. With the ***Sales Skill Builders Online***, you can choose to deliver these courses in conjunction with our classroom program, *Customer-Oriented Selling*. Or you can mix and match them for self-paced delivery depending on the individual's need. This web-based training gives you the flexibility to expand your training opportunities without taking valuable time away from the field. You'll be assured of quality content, and at the same time allow your salespeople to access training anywhere in the world.

## SERIES MODULES

### Coaching the Consultative Sales Process

Sales management professionals will learn to develop an understanding of sales coaching, including planning the coaching call, making the coaching call, and providing feedback after the call. The ability to effectively coach salespeople will directly impact your career as a sales coach/manager and the careers of your salespeople.

### Managing Sales Obstacles

Sales professionals learn to develop an understanding of sales obstacles, the ability to organize effective responses, and the ability to apply key strategies to improve overall management of sales obstacles.

### Planning Effective Sales Calls

The purpose of this skill builder is to develop an understanding of how to effectively plan for sales calls. Specifically, this skill builder will address how to profile customers, plan calls, and conduct post-call analysis.

### Sharpening Your Active Listening Skills

This skill builder will develop your salespeople's active listening skills. Listening is far more important than just hearing. This course will help them in their ability to understand the speaker's message, know what the speaker's statements means, and understand the reasons behind the message.

### Value-Added Selling

This online skill builder develops an understanding of how to effectively add value to sales. Specifically, it will address how to establish rapport and trust, methods for presenting value, and value-added services to close the sale. Value-added selling is essential to the successful outcome of any sales call, especially when buyers have faith in your product but still have doubts in purchasing. During this course, the major components of value-added selling will be addressed.