

## Competitive Edge Series

# Strategic Sales and Marketing Development Course

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### Course Curriculum and Schedule

#### **Session One: Program Kick Off**

**Thursday, April 5, 2018**

**8:00 am – 10:30 am**

- Participant introductions & welcome
- Deliver the Program overview: learning approach, topics to be covered, etc.
- Administer a 'Pre-test': Multiple choice questions that individualized baseline of sales knowledge
- Participants receive Sales Program materials: Text & CD format
- First between-session 'homework' is assigned

#### **Session Two: Achieving Success in Sales & The Buying/Selling Process**

**Thursday, April 12, 2018**

**8:00 am – 10:30 am**

- Reinventing yourself for sales success
- Changes in today's economy
- Setting Performance Standards
- The Purchasing Decision
- Evaluating You & Your Company
- Why People Buy
- The Buying/Selling Process

#### **Session Three: Attitudes Drive Success & Prospecting/Marketing**

**Thursday, April 17, 2018**

**8:00 am – 10:30 am**

- Your Attitudes Drive Success
- Overcoming self-defeating attitudes & habits
- Understanding & Sustaining Self-motivation
- Prospecting & Marketing: Specific Methods for Your Business
- Identify Your Target Markets: Suspects vs. Prospects
- Creating Your Marketing & Sales Plan

#### **Session Four: A Process for Goal Achievement & Communication Skills**

**Thursday, April 26, 2018**

**8:00 am – 10:30 am**

- The Role of Goals in Sales & Marketing Success
- Create a 'SMART' Goals Plan & Actions
- The Role of Affirmations & Visualization
- Communications: Understanding Styles & Behaviors
- The Role of Questions
- Active Listening Skills
- Non-verbal Communications & Sales Success

#### **Session Five: Introduction; Gaining Favorable**

**Attention; Discovering Wants & Needs**

**Thursday, May 3, 2018**

**8:00 am – 10:30 am**

- Preparing for a Great First Meeting
- Positioning Your Organization
- Creating a Favorable First Impression
- Building & Maintaining Rapport & Trust
- Discovering Wants & Needs
- Consultative Questioning Methods
- Understanding Prospects' Need Categories
- Building a Case for Action

#### **Session Six: Presenting Benefits & Consequences; Gaining Commitment; Overcoming Objections**

**Thursday, May 10, 2018**

**8:00 am – 10:30 am**

- Delivering Effective Presentations
- Clarifying Prospects' Objectives
- Features, Advantages & Benefits
- A Convincing Summary
- The Role of Proposals: Creating an Effective Proposal
- Asking for the Business at the Right Time
- Preventing/Overcoming Stalls & Objections

#### **Session Seven: Participant Action Planning**

**Thursday, May 17, 2018**

**8:00 am – 10:30 am**

- Review Program's Key Points
- Participants Share Sales Goals & Commit to Action
- Post-Test is Administered to Assess Learning & Growth
- Participants Receive Certificates of Program Completion

All classes will be held at:  
Greece Regional Chamber  
2402 West Ridge Road  
Rochester, NY 14626