

# COMPREHENSIVE SELLING SKILLS™ CURRICULUM OVERVIEW

Comprehensive Selling Skills is a consultative sales training program that provides sales professionals with the critical skills they need to become high performers.

Sales professionals learn how to identify the five-stage Purchase Process buyers go through when making purchasing decisions, and how to apply the appropriate selling skills and techniques at each stage of the corresponding Sales Process to close more business. Key skill areas include Prospecting for New Business, Call Planning, Developing Needs, Presenting Solutions, Managing Feedback, and Gaining Commitment.

## Program Benefits:

- Get more qualified appointments
- Improve win rates
- Increase influence with buyers
- Create buyer motivation to take action
- Deliver compelling sales presentations
- Differentiate solutions from the competition
- Overcome challenging objections that block sales
- Avoid discounting

## Best for:

- Sales Professionals
- Account Executives
- Account Managers
- Inside Sales Representatives
- Other professionals with sales responsibilities

## Workshop Length:

- Two days onsite or seven 2-hour VILT sessions

## Delivery Options



**Instructor-Led Training**



**Virtual Instructor-Led Training**



**Digital Blended Learning**

## Customization

SRG understands that each sales organization is unique, with its culture, processes, and set of abilities and challenges. Training programs include pre-training consultation and are personalized for your organization with customized case studies, examples, and exercises to make the training more relevant to program participants. SRG can customize Comprehensive Selling Skills to any experience level.



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The program includes a workbook, exercises, tools, and job aids that facilitate the transfer of learning and retention.

## Lesson 1

### Prospecting for New Business

- Set prospecting performance goals that tie to sales goals
- Use 4-step prospecting process to book more appointments
- Leverage LinkedIn
- Handle resistance
- Develop a prospecting action plan

## Lesson 2

### Planning the Call

- Understand how customers make buying decisions
- Four techniques for quickly building rapport with buyers and expanding your influence
- Use “buyer-commitment” sales call objectives to move deals forward
- Opening the sales call to quickly build the buyer’s interest

## Lesson 3

### Developing Needs

- Understand how common buyer problems become needs
- Use five question types to develop buyer needs
- Help buyers visualize the benefits of making a change
- Qualify sales opportunities

## Lesson 4

### Presenting Solutions

- Identifying four components of a compelling sales presentation
- Connect your solution to the buyer’s needs
- Differentiate your solution from the competition
- Gain a competitive advantage with Value-Added Benefits

## Lesson 5

### Managing Feedback

- Prevent buyer objections
- Understand the root causes of objections
- Strategies and tactics for managing challenging objections
- Using positive feedback to expand the selling opportunity

## Lesson 6

### Gaining Commitment

- Identifying positive and negative commitment signals
- Four styles of asking for commitment
- Conducting a post-call analysis
- Avoiding discounting in sales negotiations



# WHY SALES READINESS GROUP (SRG)

Trusted by industry-leading sales organizations



It's been fantastic working with Sales Readiness Group, I'd highly recommend working with them in the future.

Sales Readiness Strategy Lead,  
Global Tech Client



They're not just subject matter experts, but they're true learning and development professionals.

Carrie Konior,  
Director of Sales Development, ABM

## A complete sales training system

### Sales Training is a Process, Not an Event

Our training programs are not single events but rather part of an overall sales training system designed to create sustainable changes in sales behaviors. The net result is that our training sticks.

### Our comprehensive approach includes:



#### Consultation

Committed to understanding your business goals first.



#### Customization

So the training is highly relevant for real-work challenges.



#### Reinforcement

Ongoing reinforcement to make new habits stick.



#### Experiential Training

Because participants learn best by doing.



#### Measurement

Assess the impact of the training program.

## When results matter, choose an experienced training company with a track record of success.

Our leadership team brings over 100 years of combined sales and sales management experience to the table. We've successfully trained organizations in competitive industries like Life Sciences, Technology, Financial Services, Professional Services, and Manufacturing.

That's why Selling Power Magazine has ranked us as a Top Sales Training Company for over a decade.

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