

SELLING SKILLS



Topics are highlighted in orange.

Courses in series (highlighted in black) are shown in order they should be viewed.

Courses are also highlighted by whether or not they have our 4tify your Learning™ feature.

Course/Topic Title	Has 4tify?
Selling Skills	
QuickSell®	Y
Closing the Sale	Y
No, But, If™	N
Determining Customer Needs	N
Handling Tough Customers	Y
Customer Service Basics	Y
Selling to Different Customer Roles	Y
Selling in New Products	Y
Turning Features into Benefits	Y
Building GREAT Sales Relationships	Y
Retailer Hot Buttons: Traffic	Y
Retailer Hot Buttons: Transaction Size	Y
Speaking Customer	Y
Smile!	N
Defeating Stalls	N
Objections	
Misunderstanding	Y
Doubt	Y
Indifference	Y
True Negative	Y
DISC Selling Skills	
Selling to a High D	N
Selling to a High I	N
Selling to a High S	N
Selling to a High C	N
Basic Selling Skills	
The Unmet Need	Y
Sales Time Management	Y
Creating Your Elevator Pitch	Y
What is a Sales Process?	Y
Emotional Selling and Storytelling	Y
Building a Sales Plan	N
Asking Great Sales Questions	Y
Writing a Sales Proposal	N
Decision Makers and Influencers	Y
Advanced Selling Skills	
Managing an Enterprise Account	
Introduction	N
Value Added Selling	Y
Customer Lifetime Value	Y
No Push Selling	Y
Pre-Call Planning	Y
The Five-Minute Debrief	Y
Finding Unmet Needs	Y
Selling Benefits	Y
Handling Objections	Y
No Push Close	Y

Course/Topic Title	Has 4tify?
Making the Sales Call	
Sales Prospecting	
The Sales Pipeline	Y
The Original Sales Funnel	Y
The Flipped Sales Funnel	Y
Sales Analytics and Metrics	N
The Link Between Marketing and Sales	Y
Social Media Networking	Y
How to Get Past Gatekeepers	Y
How to Leave Sales Voicemails	Y
Discovery Calls	
Gathering Prospect Information	N
Advanced Questioning Techniques	N
Sales Relationships	
Establishing Credibility	Y
How Customers Want to Be Treated	Y
Excellent Customer Service	Y
Utilizing DISC in Sales	Y
The Sales Process	
Building a Sales Process	N
Overview of Sales Methodologies	Y
What's Right for This Prospect, Today?	Y
Selling Strategies	
Consultative Selling	Y
Cyclical Selling	Y
Field Sales	Y
STUN Selling	Y
Tiered Selling	Y
Upsell and Add-Ons	Y