

# Certified Business Professional (CBP) Sales Certification

3 days

## Description

Sales is a broad category that encompasses occupations that entail selling material, manufactured goods or services to individuals or businesses. The CBP™ Sales Certification lays the foundation for professional selling by developing the selling process using effective sales methodologies. You will learn the skills and tactics of the leading sales professionals and take part in interactive scenarios to master those skills.

The CBP™ Sales certification module covers all the major sales stages and teaches the best practices in sales industry.

## Prerequisites

- None

## Course Outline

### *Module 1: Introduction to Selling*

- Definition of Selling
- The Definition of a Seller & a Buyer
- Sales Requirements
- Sales Strategies & Tactics

### *Module 2: Prospecting Success Strategies*

- The Prospecting Stage
- Building your customer profile
- Decision Making Authority
- End-User

### *Module 3: First Contact Success Strategies*

- The First Contact Stage
- Professional Greeting & Professional Image
- Attention Grabbers

### *Module 4: Qualification Success Strategies*

- The Qualification Stage & Process
- Buying Criteria & Motive
- Discovery Questions & Questioning Styles
- Effective Listening Skills

### *Module 5: Presentation Success Strategies*

- The Presentation Stage
- Buyer Motives
- Product Demonstration
- Success Stories & Customer Testimonials
- Keys to a Powerful Presentation

### *Module 6: Successful Objection Resolution*

- Resolving Objections Stage
- Resolving Objections
- Uncovering Hidden Objections
- Ready to Close

### *Module 7: Successful Closing Strategies*

- Closing Stage
- The Fear Barrier
- Strategies for closing the sale
- What do you do if your prospect says no

### *Module 8: Wrap-up & Follow-up Strategies*

- Wrap Up & Follow-up & Repeat Sales
- Referrals
- Strategies that Create Repeat Sales