

Sales – Setting the Foundation

Duration: 4 Hours

This curriculum provides foundational knowledge to those who are new to sales and marketing. Course will focus on key takeaways, simple definitions, and actionable strategies. Ideal for those entering into phone sales, retail sales, entry level account manager, field sales rep, and other entry level sales positions.

Session 1: Setting the Foundation:

- **Overview of Sales and Marketing:** Know the difference between sales (helping customers solve their problems) and marketing (making people aware of solutions).
- **Learning Key Terms:** Get familiar with basic sales “lingo” (ex., leads, target market, acquisition, conversions).

Session 2: Understanding the Customer: Can be expounded upon from 2 points of view: Future business owner or as an employee.

- **Identifying Your Audience:** Learn how to figure out who your potential customers are.
- **Creating a Customer Avatar:** Build a simple profile of your the ideal customer to help guide sales and marketing decisions.
- **Understanding Customer Needs:** Discover how to ask questions that reveal what your customers really want.

(If taught from a future business owner perspective, the exercise will be to create an avatar for the business. If taught from an employee perspective, the exercise will be to learn how to align sales language to the current employer’s avatar.

Session 3: Simple Sales Strategies:

- **Understanding the Sales Cycle:** Walk through the basic steps of the selling process.
- **Essential Sales Techniques:** Learn basic skills like active listening, asking the right questions, negotiating and building trust.

Customer Retention Strategies: Tips for maintaining strong relationships with customers and turning them into repeat buyers