

ESSENTIAL SALES SKILLS



You will learn:

- What to expect from London School of Sales e-learning modules for Essential Sales Skills including the different types of learning resources used.
- How best to create your own personal toolkit that will help you succeed in sales for the long term whilst developing a growth mindset.
- What you need to look out for and embrace to support your self-development.

The benefit of learning:

- Providing sales professionals with the core principles, understanding and guidance they need to get the most from London School of Sales e-learning experience
- Why did we choose these topics? Because there are thousands of courses and books out there covering the fundamentals of selling, but in our opinion and based on talking to hundreds of successful salespeople these are the critical tools you need.

Contents

1. Selling to Different Personality Types
2. Asking Effective Questions
3. The Importance of Storytelling
4. Handling Objections
5. Creating and Maintaining Urgency
6. Negotiation
7. Closing the Sale



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ESSENTIAL SALES SKILLS



7 modules are waiting for you to unlock your potential, performance and skill set.

Each module has been broken down into 4 micro-units, so you learn, at your pace.

London School of Sales is an interactive e-learning experience.

You have the reassurance in each module of:

- Clear learning objectives
- Topic summary videos
- Real-life discovery demos
- Guided self-reflection
- Top Tips to maximise your learning potential

Many practical ways to implement your learnings into your day-to-day routines

Move through the modules to create your personal toolkit that develops a growth mindset.

Course Content – Essential Sales Skills

1. Selling to Different Personality Types
2. Asking Effective Questions
3. The Importance of Storytelling
4. Handling Objections
5. Creating and Maintaining Urgency
6. Negotiation
7. Closing the Sale

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ESSENTIAL SALES SKILLS: SELLING TO DIFFERENT PERSONALITY TYPES

1/7



You will learn:

- Appreciating your personality style, key attributes and likely behaviour patterns
- Adapting Gartner's Challenger profile for the virtual working environment
- How to tailor your approach when dealing with introverts or extroverts.
- How to flex your selling style to better engage with other personality types
- What to avoid when engaging with other personality types
- How to engage in effective conversations with different profile types.
- Understanding the importance of putting aside time to consider the personality types you are encountering within your teams and throughout the sales funnel process

Topics we will look at:

- What your personality style means for you
- Gartner's Challenger profile
- Understanding characteristics of introverts and extroverts
- Understanding the different personality types using the Merrill-Reid / Wilson social styles model
- Communication preferences of different personality types



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ESSENTIAL SALES SKILLS: SELLING TO DIFFERENT PERSONALITY TYPES

1/7



The benefit of learning:

- If we understood everyone's personality style, we would know just what to say and how to say it.
- This course will help you understand and appreciate what your personality style means for you and how best to flex your approach in line with the communication preferences of those around you using the Merrill-Reid / Wilson social styles model.
- The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.
- The end of module quiz pass rate is 85%



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ESSENTIAL SALES SKILLS: ASKING EFFECTIVE QUESTIONS

2/7



You will learn:

- Applying the 6 active listening skills effectively
- How to build rapport through questioning
- Setting goals for your questioning strategy to make responses more predictable
- How to create your own flexible question and answer strategy
- Example questions that can be used at different points of the sales funnel or conversation to extract information

Topics we will look at:

- Active listening skills
- Asking effective questions depending on where you are in the sales funnel
- Different types of questioning techniques including closed, open, probing, choice etc.
- Using the 5 why root cause analysis

The benefit of learning:

A critical component in every successful salesperson's toolkit is their ability to ask the right question at the appropriate time in the sales cycle. A good strategy will reduce sales cycle times and allow conversations to flow.

This course provides perspective and examples on how to develop a bespoke questioning strategy that aligns to your sales process, which is underpinned by your listening skills.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 75%



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ESSENTIAL SALES SKILLS: THE IMPORTANCE OF STORYTELLING

3/7



You will learn:

- How to use stories to invoke action
- The benefits of storytelling in sales and what to include to engage and capture your prospects attention
- What to avoid in your stories.
- How to use each experience as a storytelling opportunity

Topics we will look at:

- The purpose of storytelling
- The science behind storytelling
- Examples of well-known brands and the origin of their stories

The benefit of learning:

Stories are designed to create a picture. In sales it is creating a better alternative.

Using examples from well-known brands and the science behind storytelling, this course provides a framework for how to structure and deliver stories within sales conversations to have maximum impact.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 75%



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ESSENTIAL SALES SKILLS: HANDLING OBJECTIONS

4/7



You will learn:

- How to use objections as an opportunity to provide decisive information at the right time
- Applying different strategies to objections and what to watch out for
- Examples of how to say No and using it as an opportunity.
- Preparing responses specific to your product or service
- The common objections worth planning ahead for

Topics we will look at:

- What is objection handling in sales and the strategies you can apply
- Saying NO to set boundaries
- What objections mean at different stages of the sales pipeline

The benefit of learning:

At the heart of each objection lies an opportunity. You just need to find what that is!

Objections at different stages of the sales process need to be managed accordingly. This course offers strategies and examples of how to overcome objections, and demonstrates how boundaries can be set by saying 'No'.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 75%



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ESSENTIAL SALES SKILLS: CREATING AND MAINTAINING URGENCY

5/7



You will learn:

- Understanding your client / prospects pain points to help creating urgency
- Strategies for building urgency from the start of the process
- Why keeping the sale simple and uncomplicated is crucial
- Asking for the business is part of the process
- What to watch and listen out for – the non-buying signals

Topics we will look at:

- Why is creating and maintaining urgency important
- How to manage urgency throughout the sales process

The benefit of learning:

Being unable to create urgency is one of the biggest reasons why sales do not progress quickly through the sales process.

When barriers exist, this leads to lengthening of the sales cycle and a push back on the decision. This course provides insight, strategies and examples of how urgency can be managed throughout the sales process and why it's crucial to do this from the onset.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 75%



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ESSENTIAL SALES SKILLS: NEGOTIATION

6/7



You will learn:

- How to agree on the objectives and negotiate the nuances
- Adopting the 3E's – Embrace, Educate and Emulate
- How to manage the negotiation from pre-negotiation, through discussion and reaching an agreement
- Developing your non-negotiables and list of tradeable elements
- The do's and don'ts during the negotiation phase

Topics we will look at:

- What is negotiation
- Navigating the stages of a negotiation
- The rules you must follow when negotiating

The benefit of learning:

Every time a transaction takes place where there is a need being fulfilled there is an opportunity to negotiate. It is a two-way process and an opportunity for both the seller and the buyer.

This course looks at what negotiation is and how the process may differ depending on whom you are dealing with. It provides a framework for managing the negotiation process, including what you need to prepare, that will improve your chances of success.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 75%



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ESSENTIAL SALES SKILLS: CLOSING THE SALE

7/7



You will learn:

- What to do if there is a delay or you need to give the prospect a gentle nudge
- The buying signals you need to be listening and looking out for
- Showing consideration and empathy if there is a delay due to uncertainty caused by external factors
- The final critical steps once you close the sale

Topics we will look at:

- The formality of closing the sale
- Managing the process if the sale is delayed but interest remains
- Different closing techniques

The benefit of learning:

The sale can close at various stages of the sale process. Understanding where that can happen, and formally asking for the business is a crucial step.

This course explores the different closing techniques that you can apply when closing the sale, including what to do if there is a delay and interest remains.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 75%



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