



International Training  
Center Paris

# TRAINING SCHEDULE



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# SALES TECHNIQUES AND STRATEGIES

## Overview:

The Sales Techniques and Strategies training program is designed to provide participants with the skills and knowledge necessary to succeed in sales. The program covers a range of topics, including sales strategies and approaches, effective communication and customer engagement skills, and the legal and ethical considerations involved in sales.

### Objectives:

- Develop an understanding of sales strategies and techniques
- Improve communication and customer engagement skills
- Understand the importance of building long-term relationships with customers
- Learn how to effectively manage the sales process

Throughout the program, participants will engage in lectures, case studies, group discussions, and practical exercises to help them develop the skills necessary to succeed in sales. By the end of the training program, participants will have an advanced understanding of sales techniques and strategies, improved communication and customer engagement skills, an understanding of the importance of building long-term relationships with customers, and the skills necessary to effectively manage the sales process.

## Targeted Groups:

- Sales representatives
- Account managers
- Business development professionals
- Sales consultants
- Entrepreneurs focusing on sales

# Planning:

## **Day 1: Introduction to Sales Techniques and Strategies**

- Overview of sales techniques and strategies
- Understanding the role of communication in sales
- Legal and ethical considerations in sales

## **Day 2: Sales Strategies**

- Understanding different sales approaches
- Developing effective sales strategies
- Best practices for sales

## **Day 3: Communication and Customer Engagement Skills**

- Techniques for effective communication in sales
- Understanding the needs and wants of customers
- Building rapport and trust with customers

## **Day 4: Effective Sales Techniques**

- Understanding the sales process
- Creating a successful sales pitch
- Closing the sale

## **Day 5: Managing the Sales Process**

- Effective time management for sales professionals
- Managing customer relationships
- Dealing with difficult customers