



# SALES PROFESSIONAL

## *course offerings*

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# SALES PROFESSIONALS

FUNDAMENTALS SKILLS	COURSE DESCRIPTION
Building Rapport	<i>To understand the purpose, tools and importance of building rapport with clients before, during and after their meeting.</i>
Qualifying Needs	<i>Learn to fully understand the client's objectives and hidden objections.</i>
Presenting Solutions	<i>It's not about the pitch, but rather how to provide solutions to the client's needs.</i>
Overcoming Objections	<i>Learn how to overcome obstacles and challenges in the sales process.</i>
Closing Techniques	<i>Learn how to close the sale effectively.</i>
PROSPECTING	COURSE DESCRIPTION
Goal Planning	<i>To understand how goals are determined and how to ensure you make yours.</i>
Account Planning	<i>To create a plan with the client to ensure all potential business is won in the future.</i>
Making the Call	<i>Learn how to prospect, leave a message and prepare for the callback.</i>
Business Development*	<i>Understand the process and skills used to identify, nurture, and acquire new clients and business opportunities to drive growth and profitability.</i>
Social Selling*	<i>In today's digital world, the sales process is evolving and need to incorporate a social selling strategy now is more important than ever. In this course you will learn the fundamentals of social selling and how to use this key sales strategy to target and engage more customers to fill your lead pipeline.</i>



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STRATEGIC SELLING	COURSE DESCRIPTION
Follow Up	<i>Learn how to effectively manage follow up through proactive communication and time management.</i>
Response Times	<i>Learn how to effectively manage response times through proactive communication and time management.</i>
Up-selling	<i>Learn how to offer enhanced options by to provide customized creative solutions that will provide you additional ancillary revenue</i>
Contract Negotiations	<i>To win an account by negotiating based on what is important to the hotel and to the client.</i>
Winning Short-Term Business	<i>To maximize revenue from the small meetings market with and without guest rooms.</i>
Elevator Pitch*	<i>In this course, you will learn how to craft your message to gain the attention of your prospect and not only earn their interest but their desire to do business with you over the competition.</i>
Leading Effective Virtual Presentations*	<i>Look like a rock star when presenting to clients virtually. Learn the latest tips.</i>
Business Etiquette*	<i>Learn the key steps for exceptional business etiquette and understand how to utilize the various protocols and customs at the right time, at the right place, and for the right purpose to achieve the greatest success in business and in life!</i>
Conflict Management*	<i>In this course, you will learn the process of limiting the negative aspects of conflict while increasing the positive aspects of conflict.</i>
Maximize Your Network*	<i>In this course, you will learn the principles of networking and how to apply them to maximize your network through enriching opportunities for your contacts.</i>
Understanding Buyer Types*	<i>Before you can sell anything, you must understand your buyer and their needs, wants, and hot buttons. In this course you will learn the various types of buyers and their influences as well as how to identify them.</i>

