



# The S.A.L.E.S. Series

**S** - Set the stage

**A** - Analyze needs

**L** - Link to solutions

**E** - Establish commitment

In today's extremely competitive global marketplace, companies need to be sure their sales people understand and are trained in the best sales techniques.

The S.A.L.E.S. Series offers the information and tools needed to be successful. Three foundational courses are designed to meet the needs of account executives, support professional and sales managers who are new or have limited experience in their position and give an introduction to the roles, responsibilities, knowledge and skills required to be an effective sales professional.

## **Support the S.A.L.E. for Support Professionals**

Learn how to identify opportunities while practicing skills and strategies for upselling customers, referring business and dealing with customer problems and challenging situations.

## **Win the S.A.L.E. for Sales Professionals**

Sales professionals will learn skills in the critical areas of selling, communication and presentation to customers as well as, how to handle the many challenges faced on the way to closing sales. This course is specifically designed for those who are new to sales or have limited sales experience.

## **Coach the S.A.L.E. for Sales Managers**

Teaches sales managers to recognize and respond to the most common challenges they face and learn the skills required to be effective and practice the skills for leading and coaching sales professionals to great success. This course is perfect for new sales managers or those with limited management experience who want to expand their knowledge and practice the skills for leading and coaching sales professionals to great success.



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