

# Sales ops and basic skills

## Background

The new salesperson is exciting and nervous simultaneously. New beginning means a new adventure, one sure thing among everything is: everything is uncertain. In this program, the trainer will introduce how the sales job is, how it works, what kinds of job should be done to support the sales operation. At the very beginning of the sales job is the cold call for the prospect, hence the selection of prospect and the skills of cold call will be introduced accordingly.

## Learning Process

In the course, there will be involved with variety of activities to ensure the participants' learning performance, the learning process as below:

- Buying psychology of buyer, and the buying cycle
- Sales pipeline management
- Identify the sources of sales lead
- Setting of the sales activity index
- Design of the script for cold call
- Win-win negotiation - brief version

## Benefits

After the course, participants will learn:

- Understand the buyer psychology and apply to the sales dynamics
- The definition of the sales pipeline, and how to manage it
- How to search and screen the potential prospect list
- How to define the sales activity target with the time management
- Master the cold call skill
- Understand what is win-win negotiation - brief version

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Module	Outline	Time (m)	Activity
Introduction	<ul style="list-style-type: none"> <li>• Opening by host</li> <li>• Ice breaking</li> <li>• Ground rules</li> <li>• Overview of the program</li> <li>• Activity: What is the challenge?</li> </ul>	30	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Small game</li> <li>• Group discussion</li> </ul>
Module 1 Principle of the sales	<ul style="list-style-type: none"> <li>• Objective: to learn the buyer psychology, and work on buyer's movement, not salesperson</li> <li>• The definition of SALES</li> <li>• 3 reasons to buy: improvement, pursue, risk-avoidance</li> <li>• Comparison of the traditional and modern model</li> <li>• The shift of focus from buyer's perspective</li> <li>• Sales process/pipeline management</li> <li>• Activity: customer's challenges</li> </ul>	90	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Demo</li> <li>• Group discussion</li> </ul>
Module 2 Sources of prospect	<ul style="list-style-type: none"> <li>• Objective: management of the sources of prospect</li> <li>• Identify the persona of potential prospect</li> <li>• Sources of the sales lead</li> <li>• Principles and route for the sales lead</li> <li>• Activity: what is our value proposition</li> </ul>	45	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Demo</li> <li>• Group discussion</li> </ul>
Module 3 Define the sales activity target	<ul style="list-style-type: none"> <li>• Objective: How to define the sales activity target with the time management</li> <li>• What is the SMART goal</li> <li>• Definition of the sales stage</li> <li>• Formula to setup the sales activity target</li> <li>• Time management</li> </ul>	90	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Demo</li> <li>• Individual activity</li> <li>• Group discussion</li> </ul>
Module 4 How to cold call	<ul style="list-style-type: none"> <li>• Objective: Master the skill of call cold</li> <li>• Identify the reference case</li> <li>• Value of the meeting</li> <li>• Activity: script of cold call, role play</li> </ul>	90	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Demo</li> <li>• Individual activity</li> <li>• Role play</li> </ul>
Module 5 Win-win negotiation	<ul style="list-style-type: none"> <li>• Objective: win-win negotiation skill 101</li> <li>• Basic principles of negotiation</li> <li>• Basic skills of negotiation</li> <li>• What-if case study</li> </ul>	75	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Demo</li> <li>• Individual activity</li> <li>• Group discussion</li> </ul>

	Total training time	7 小时 0 分
<b>Break time : 15 min per am/pm</b> <b>Lunch hour : 1 hour</b>		