

# World Class Sales world's #1 sales trainer

key



## Course Duration



12 WEEKS



12 Modules

## About The Instructor:

DANIEL G.

**Daniel G.** is a global trainer and professional sales expert with extensive experience and a passion for developing sales skills in individuals from all walks of life.

Throughout his career, Daniel has trained over 2 million sales people worldwide and trained countless sales industries from Field Sales (Door-to-Door Sales) to Business-to-Business Sales (B2B Sales) to Business-to-Consumer Sales (B2C Sales).

He has trained sales people with different experience levels from beginners to seasoned pros making him one of the most prominent experts in the field.

Daniel has delivered more than 650 training sessions and lectures, offering in-depth insights into various aspects of sales and marketing.

Daniel is known for his dynamic style and ability to connect with a diverse audience, making him a source of inspiration and a catalyst for significant transformations in the lives of the individuals he has worked with.

If you're looking to master the art of sales, Daniel G. is the mentor you can rely on to guide you on your journey.

KNOWLEDGE  
EMPOWERS  
YOU.

[www.key-edu.com](http://www.key-edu.com)

# Course overview

This one of a kind world class sales course provides a comprehensive roadmap to mastering the art and science of selling.

It spans 12 weeks, each packed with actionable modules designed to transform your approach to sales from the fundamentals to advanced techniques.

The course emphasizes skill-building in psychology, client acquisition, communication, presentation, objection handling, and long-term client relationships.

This course will empower you with the skills and strategies to elevate your sales career, ensuring you achieve consistent success and growth in a competitive market.

Whether you're new to sales or a seasoned pro, whatever field you're in this course addresses every stage of the sales process.

## Why Attend This Course?

- 1. For Sales Professionals at All Levels & Fields:** Whether you're a beginner or a pro, this course addresses every aspect of your sales journey.
- 2. Practical Skills:** Gain hands-on expertise in prospecting, booking meetings, handling objections, closing deals, and client retention.
- 3. Boost Performance:** Learn to navigate challenges such as rejection, budget objections, and competitive differentiation.
- 4. Adapt to Modern Sales Environments:** Leverage both online tools like LinkedIn and traditional techniques like cold calling.
- 5. Build Confidence:** Strengthen your mindset and communication skills for impactful interactions.



## Transformation Journey

### By the end of this course, you'll:

- Understand the psychology behind buying decisions.
- Master key sales tools and frameworks like the sales funnel and SMART goals.
- Create compelling presentations tailored to client needs.
- Overcome objections with advanced strategies.
- Close deals effectively using tested closing techniques.
- Build lasting client relationships and generate referrals.
- Elevate your leadership and mentoring capabilities if managing a team.

# Course Content

## Week 1: Sales Mastery Fundamentals

### ● ● Module 1: The Psychology of Selling

- ○ Understanding buyer behavior
- ○ Building rapport and trust
- ○ Overcoming fear of rejection
- ○ Developing a winning sales mindset

### ● ● Module 2: Sales Process Overview

- ○ The sales funnel and its stages
- ○ Key performance indicators (KPIs) in sales
- ○ Setting SMART sales goals

### ● ● Module 3: Professionalism & Communication

- ○ Effective communication skills (verbal & non-verbal)
- ○ Active listening techniques
- ○ Professional phone etiquette
- ○ Business writing and email best practices

## Week 2: Client Acquisition Strategies

### ● ● Module 1: Online Prospecting

- ○ Social selling on LinkedIn, Twitter, etc.
- ○ Content marketing and lead generation
- ○ Email marketing and lead nurturing
- ○ Utilizing online directories and databases

### ● ● Module 2: Offline Prospecting

- ○ Networking events and industry conferences
- ○ Cold calling and warm calling techniques
- ○ Referral programs and client testimonials

### ● ● Module 3: Phone Prospecting

- ○ Mastering the art of the phone pitch
- ○ Handling gatekeepers and objections
- ○ Utilizing voicemail effectively
- ○ Building relationships over the phone

# Course Content

## Week 3: Booking Meetings

- ● **Module 1: The Art of the Appointment Setting Call**
  - ○ Crafting compelling meeting invitations
  - ○ Overcoming scheduling challenges
  - ○ Negotiating meeting times and locations
- ● **Module 2: Value Proposition & Unique Selling Proposition (USP)**
  - ○ Clearly articulating the value you bring
  - ○ Differentiating yourself from the competition
- ● **Module 3: Pre-Meeting Preparation**
  - ○ Researching potential clients
  - ○ Preparing meeting agendas and materials
  - ○ Setting clear meeting objectives

## Week 4: Pre-Meeting Follow-Up

- ● **Module 1: The Importance of Pre-Meeting Follow-Up**
  - ○ Building anticipation and excitement
  - ○ Sending personalized reminders and value-added content
  - ○ Addressing any last-minute questions or concerns

## Week 5: Pre-Prospecting Objections

- ● **Module 1: Identifying and Handling Common Objections**
  - ○ "No budget"
  - ○ "Not interested"
  - ○ "Already have a supplier"
  - ○ "Need to think about it"
- ● **Module 2: Objection Handling Techniques**
  - ○ The "Feel, Felt, Found" method
  - ○ The "Yes, but..." technique
  - ○ The "Benefit-driven" approach

# Course Content

## Week 6: Meeting Introduction & Start

- ● **Module 1: Creating a Strong First Impression**
  - ○ Building rapport and establishing trust
  - ○ Active listening and empathetic communication
  - ○ Asking insightful questions to understand client needs
- ● **Module 2: Setting the Meeting Agenda**
  - ○ Clearly outlining the meeting objectives
  - ○ Obtaining client buy-in and agreement

## Week 7: The Sales Presentation

- ● **Module 1: Structuring a Compelling Presentation**
  - ○ Storytelling and problem-solving
  - ○ Visual aids and demonstrations
  - ○ Tailoring the presentation to the client's needs
- ● **Module 2: Delivering a Confident and Engaging Presentation**
  - ○ Body language and vocal delivery
  - ○ Handling questions and interruptions
  - ○ Maintaining audience engagement

## Week 8: Handling Objections

- ● **Module 1: Advanced Objection Handling Strategies**
  - ○ Identifying the root cause of objections
  - ○ Turning objections into opportunities
  - ○ Negotiating and finding mutually beneficial solutions
- ● **Module 2: Role-Playing and Practice**
  - ○ Practicing objection handling scenarios
  - ○ Receiving constructive feedback and refining techniques

## Week 9: Closing the Sale

# Course Content

- **Module 1: Closing Techniques**

- ○ The Assumptive Close
- ○ The Alternative Close
- ○ The "Trial Close"
- ○ The "Summary Close"

- **Module 2: Negotiating and Contractual Agreements**

- ○ Negotiating pricing and terms
- ○ Understanding and drafting contracts
- ○ Securing client signatures

## Week 10: Post-Sale Follow-Up

- **Module 1: Building Long-Term Client Relationships**

- ○ Onboarding new clients effectively
- ○ Providing excellent customer service
- ○ Gathering client feedback and testimonials

- **Module 2: Maintaining Client Relationships**

- ○ Regular check-ins and communication
- ○ Identifying upsell and cross-sell opportunities

## Week 11: Referral Generation

- **Module 1: Asking for Referrals Effectively**

- ○ Building strong relationships with existing clients
- ○ Identifying potential referral sources
- ○ Creating a referral program to incentivize clients

## Week 12: Sales Team Leadership

- **Module 1: Coaching and Mentoring Sales Teams**

- ○ Providing constructive feedback and guidance
- ○ Setting team goals and tracking progress
- ○ Motivating and inspiring sales team members

- **Module 2: Sales Team Management**

- ○ Conducting performance reviews
- ○ Addressing team challenges and conflicts
- ○ Fostering a positive and productive team environment