



## Foundation In Sales Course Outline

In this one-day course participants will learn how to use the modern sales skills ensuring the customer satisfaction level is world class. The attendee will learn how best to treat customers to ensure top quality service and increase their sales.

The course will focus on generic and underpinning knowledge and skills. After completion of the course you should be able to:

- Demonstrate knowledge in sales and selling, including the main role of the sales person
- Demonstrate knowledge of the Sales conversation and how to close the deal
- Demonstrate knowledge of Point of Sales
- Demonstrate knowledge of industry terms and concepts
- Understand the importance of a good sales and customer relationship
- Understand the importance of Sales Ethics

### Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

### Workshop Wrap-Up

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.

### Progression pathways/continuing education

After completion of the course you will be able to work as a sales representative and enrol in 'Sales & Marketing – Level 2'.

