

# NON-TECHNICAL COURSES

## Essential Sales Training Classroom CEU# NT-0008

The Essential Sales Training course is a 14-hour comprehensive program covering the complete sales cycle. Using visual aids, role playing, a student manual and open classroom discussions, this fast-paced program covers an in-depth sales action plan for success in commercial, industrial and residential sales. The course will provide students with an understanding of how to sell electronic security and alarm systems including a review of the sales process and time management techniques. It will conclude with a two-hour examination.

**Who should attend:** Non-technical staff, sales personnel and business owners.

**Certifications available:** Individuals successfully completing this course and the Understanding Alarm Systems course are eligible for certification as a Certified Security Sales person.

### SUBJECT AREAS:

- Introduction/opportunities in security sales
- Prospecting - lifeblood of sales
- Approach - generating curiosity and interest
- Problem identification - needs analysis
- Solution/presentation - presenting a happy ending
- Closing - the transaction stage
- Handling objections - stepping stones to sales
- Time control - mastering your time

