

CBP™ Professional – Foundation Level Sales

Course Overview

The CBP™ Sales Certification is designed to instill and establish the foundation for professional selling by developing the latest and most successful selling strategies and processes using effective sales methodologies. You will learn the skills and tactics of leading sales and capable to close any deal with high professionalism and take part in interactive scenarios to master those skills.

The CBP™ Sales certification module covers all the major sales stages and teaches the best practices in the sales industry.

Course Objectives

CBP™ Professional-Sales program develop the skills for those who wish to work in sales. It will provide them with the most important principles and concepts, in addition to the latest strategies and effective methodologies, along with practical training on the use of these strategies, which sharpens their skills and makes them be able to make the most out of it. The overall objective of this program is to:

- Learn about successful sales strategies.
- To clarify the behavior of successful salesman.
- To develop successful strategies for identifying potential clients.
- Apply presentation, communication and persuasion skills in an easy manner.
- Develop mechanisms to deal with objections and problems effectively and efficiently.
- Develop effective innovative strategies to evaluate client requirements.
- Self-evaluation in the presentation and delivery skills
- To devise practical mechanisms to follow up with customers after-sales service.

Course Outcomes

At the end of this program, the trainee will be able to:

- Definition of Sales
- Infer some methods and skills to look for potential clients
- Explains how to build effective and successful communication from the first time
- Develops strategies and methods that support the success of the evaluation process
- Present a presentation with confidence for a service and/or product professionally
- Deals with all forms of objections and obstacles that may be encountered in the sale.
- Closes the transaction in a professional, gradual and compelling manner.
- Explains examples of effective strategies for closing and following the deal.

Who Should Attend?

This course is designed for professionals committed to exceeding standards of excellence. This course targets:

- Trainees who are looking to specialize in sales, deal with clients and meet their needs.
- Managers, supervisors, sales and marketing specialists, executives in the sales and marketing departments, delegates and correspondents.
- Customer service and reception staff and individuals looking to change their career and engage in sales.

Course Duration

The duration of this program is **15 training hours**. The training hours vary according to the schedules of the certified and Authorized CBP™- Certified Business Professional centers.

Course Language Delivery

This course is delivered in English Language by certified CBP™ trainers.

Pre-requisites

This course requires that students meet the following prerequisites:

1. The candidate must have a commitment to the pursuit of excellence.
2. The candidate must have completed a high school or secondary school diploma or similar educational standards.
3. The trainer must be a CBP™ at ATP accredited training center or a candidate to be a CBP™.

What you will Receive

Each student will receive a copy of the student manual for post-class reference and review.

Certification Preparation

In this course you will be provided with a set of basic information and skills required to conduct effective sales practices. The Certified Business Professional (CBP™) certification prepares business professionals by introducing them to the bestselling methodologies and concepts, developing their business skills and providing them with appropriate tools and skills through diverse written and practical exercises, real-life examples and scenarios.

International Certified Business Professional Exam – Sales

This module prepares candidates to take the Certified Business Professional exam - C30-508.

You need also to complete the following courses to obtain Certified Manager Certification.

- CBP™ Customer Service Series
- CBP™ Leadership Series
- CBP™ Business Communication Series
- CBP™ Business Etiquette and Professionalism Series

Where can I study this program?

Candidates can study the Business Professional Program and obtain a CBP™ Sales Certified Business Professional at any of the accredited centers throughout the MENA region.

For a list of accredited training centers, please visit our website: www.ibta-arabia.com



Course Outlines

Module 1: Introduction to Selling

- Defining Selling
- The Definition of a Seller
- The Definition of a Buyer
- Selling
- Sales Requirements
- Sales Strategies and Tactics
- Attitude
- Ways we sell
- Person-to-Person
- Telemarketing
- Direct Mail
- Email
- Internet
- Seminars & Conferences
- The Selling Process – Strategies & Tactics
- The Selling Process
- Sales Stages
- Product Knowledge
- Develop a Positive Sales Attitude
- Enjoy Selling
- Be Excited

Module 2: Prospecting Success Strategies

- Prospecting
- What is prospecting?
- What is a prospect?
- A Customer Profile
- Building your Customer Profile
- Channel Ratings
- Lead Channels
- Decision Making Authority
- The Decision Maker
- The Decision Influencer
- Political Influence
- Financial Influence
- Technical Influence
- End-User
- Product: SecureCar

Module 3: First Contact Success Strategies

- First Contact
- Establishing Buyer Trust
- Building Rapport
- Smile
- Handshake
- Let's have some fun
- Use Names
- Let the Fun Continue
- Be Sincere and Friendly
- Using a Trust Substitute
- Common Ground
- Compliment and Affirm
- Professional Greeting
- Professional Image
- Be on Time
- Body Language and Eye Contact
- Step 1 – Greeting
- Step 2 – Introduction & Rapport
- Attention Grabbers

Module 4: Qualification Success Strategies

- Qualification
- The Qualification
- Buying Criteria
- Buying Motive
- Qualification Steps
- Discovery Questions
- Discovery Questioning Styles
- Close-Ended Questions
- Open-Ended Questions
- Alternative Questions
- Assessment Questions
- Reward Questions
- Effective Listening



Module 5: Presentation Success Strategies

- The Presentation Stage
- Delivering a Prospect-specific Presentation
- Prospect-specific information
- Buyer Motives
- Personal Attention
- Safety
- Financial
- To Own Things
- Proof-of-Success
- Product Demonstration
- Success Stories
- Customer Testimonials
- Industry Reviews and Evaluation
- Awards
- Feedback
- Keys to a Powerful Presentation
- Energy & Passion
- Be Positive
- Assume the Sale
- Summarize
- Exercise

Module 6: Successful Objection Resolution

- Strategies
- Resolving Objections
- Create Objection Responses that reduce Conflict
- Acknowledge
- Identify with
- Resolve
- Product/Service: SecureCar
- Uncovering Hidden Objections
- Hidden Objection
- Ready to close
- Ready to close but has a fear of buying

Module 7: Successful Closing Strategies

- Closing Stage
- The Fear Barrier
- Seller's Fear
- Buyer's Fear
- Buying Signals
- Verbal Buying Signals
- Non-Verbal Buying Signals
- Strategies for closing the sale
- Direct Close
- Minor Point Close
- Alternative/Multiple Choice Close
- Action Close
- Opportunity Windows Close
- Benefits Close
- Trial Product Close
- Objection Close
- What do you do if your prospect says no
- What do you do when a sale is lost?

Module 8: Wrap-up & Follow-up Strategies

- Wrap up & Follow up
- Referrals
- Follow up & Repeat Sales
- Strategies that create repeat sales

LEARNING OUTCOMES ASSESSMENT

Purpose

Evaluate and assess results of Training to identify the level of improvement and enhancement of trainee competencies

Scope

- Assure the validity of the intended deliverances.
- Consistency and reliability of results.
- Applicable information specific to course learning outcomes



Evidence of Learning	
Outcomes are defined in terms of the following:	
<ol style="list-style-type: none"> 1- Knowledge 2- Comprehension 3- Application 4- Analysis 5- Synthesis 6- Evaluation 	
Knowledge	<ul style="list-style-type: none"> • Introduction to Sales • Full understanding of the concepts such as product, seller and buyer • Steps to close sales deal • Effective presentation skills. • Negotiation skills • Effectively reading verbal and bodily sign languages
Comprehension	<ul style="list-style-type: none"> • Steps of the sales process • How to determine the appropriate customer specifications • Classify potential customers • How to identify potential customers
Application	<ul style="list-style-type: none"> • Develop effective strategies • Apply sales strategies and skills • Apply professional behaviors for successful selling • Dealing with objections with flexibility and efficiency • Different Technicalities used in sales • Tactics of successful sales from first contact. • How to close a sales deal.
Analysis	<ul style="list-style-type: none"> • Develop a strategy to analyze the organization's efficiency and performance effectiveness.
Synthesis	<ul style="list-style-type: none"> • Monitor, implement and analysis the changes in profit, increased sales, reduced costs, efficiency and performance of the organization
Evaluation	<ul style="list-style-type: none"> • Assess success of sales strategy. • Financial Evaluation • Evaluate Sales and Organization Performance

<p>Methods and criteria to assess outcomes</p> <ol style="list-style-type: none"> 1. Online Exams. 2. Short questions directed to specific learning objectives. 3. A Question should be answered in less than 1.5 minutes. 4. The English and Arabic versions of the exams both reflect the same value 5. Timely use of the results to make Improvements.
<p>Baseline information</p> <p>The result statements clearly indicate whether they meet the criteria by passing international tests and scoring 70% as a measure of the minimum skills acquired during training.</p>
<p>Who will Interpret the Results</p> <p>The CBP™ International Business Professional certification is conducted by PROMETRIC and through accredited testing centers around the world. The tests measure the level of professionalism and skills and the basic competency level required for CBP™ certification.</p>



All certificates are endorsed and issued by International Business Trading Association (IBTA)

Measurement Methodologies

- Role Plays
- Case Studies
- Scenarios
- Workshops
- Online Practice\Prep Exam
- Online Post/Prometric Exam
- Videos

Communication of the Results

An Email with results is sent to trainee once the exam is completed.

