

# HUMAN SKILLS COURSE OVERVIEW

**Course Category:**  
Delight Customers

**Course Name:**  
Sales Essentials:  
*Fundamental Sales  
Techniques for  
Consistent  
Performance*



**COURSE DURATION: 1 Day**

## Gauteng

3rd Floor, 34 Whiteley Road,  
Melrose Arch  
Johannesburg  
2196

## Gauteng

192 on Bram  
192 Bram Fischer Drive  
Ferndale, Randburg  
Johannesburg  
2160

## Cape Town

3rd Floor, Thomas Pattullo Building  
19 Jan Smuts St  
Cape Town  
8000

## Durban

9 Mountview Close  
Broadlands  
Mount Edgecombe  
Durban  
4302

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## COURSE OVERVIEW

This course provides a structured approach to implementing the core aspects of sales, from understanding the sales process to closing the sale. The course's interactive format, which includes case studies and role-playing, ensures that attendees gain hands-on experience

## DELIVERY METHOD

Our courses have flexible delivery options:

- In-person classroom training at the Impactful training facilities
- Virtual instructor-led training
- Nationally on-site at the client

## COURSE OBJECTIVES

This comprehensive **one-day course** is designed to equip participants with practical, proven strategies for lead generation, effective communication, and closing deals, ensuring they can consistently deliver top-tier performance.

## COURSE OUTLINE

### Module 1: Introduction to sales

- Overview of sales industry
- The evolution of sales techniques
- The role of a salesperson
- Key sales terminologies

### Module 2: Understanding the sales process

- Stages of the sales process
- Importance of each stage
- Adapt the sales process to specific industries

### Module 3: Build a sales strategy

- Set sales goals and objectives
- Identify target markets
- Develop a value proposition

### Module 4: Effective communication skills

- Build rapport with customers
- Active listening and questioning techniques
- Communicate value effectively
- Overcome language and cultural barriers

### Module 5: Lead generation techniques

- Identify and qualify leads
- Effective prospecting strategies
- Leverage social media for sales

### Module 6: Sales presentations and demos

- Craft persuasive sales presentations
- Conduct impactful product demos
- Handle questions and objections

### Module 7: Close the Sale

- Techniques for closing deals
- Understanding buying signals
- Handle objections

### Module 8: Customer relationship management

- Build long-term customer relationships
- Managing customer expectations
- Strategies for customer retention