



Sales Excellence and Upselling Success

WEEK	LESSON	DESCRIPTION
1	Introduction to Sales Excellence	<ul style="list-style-type: none">• Understanding the role of sales excellence in business success• Key principles and techniques for effective selling• Building customer relationships and trust
2	Sales Psychology and Communication	<ul style="list-style-type: none">• Understanding customer behavior and motivations• Effective communication skills for sales professionals• Active listening and questioning techniques
3	Prospecting and Lead Generation	<ul style="list-style-type: none">• Identifying target markets and customer segments• Strategies for prospecting and generating leads• Qualifying leads and prioritizing opportunities
4	Consultative Selling Approach	<ul style="list-style-type: none">• Understanding the consultative selling process• Needs assessment and solution identification• Presenting value propositions and benefits to customers
5	Effective Sales Presentations	<ul style="list-style-type: none">• Planning and structuring persuasive sales presentations• Engaging storytelling and visual aids in presentations• Handling objections and closing techniques
6	Off	



7	Upselling Techniques	<ul style="list-style-type: none">• Understanding the importance of upselling in maximizing sales• Identifying upselling opportunities in customer interactions• Techniques for effectively upselling products and services
8	Relationship Building and Customer Retention	<ul style="list-style-type: none">• Building longterm customer relationships• Strategies for customer retention and loyalty• Handling customer complaints and turning them into opportunities
9	Sales Analytics and Performance Metrics	<ul style="list-style-type: none">• Tracking and analyzing sales performance data• Key performance indicators (KPIs) for measuring sales success• Using analytics to identify areas for improvement
10	Sales Technology and Tools	<ul style="list-style-type: none">• Overview of sales automation and CRM systems• Leveraging technology for sales efficiency and effectiveness• Integration of sales tools into daily workflows
11	Sales Leadership and Continuous Improvement	<ul style="list-style-type: none">• Developing leadership skills for sales professionals• Creating a culture of continuous learning and improvement• Personal development plans for ongoing sales excellence