

## Professional Sales Specialist Certification Program

**Duration:** 3 Months

**Fees:** ₹25,000

**Mode:** Online

**Certification:** Professional Sales Specialist Certification

### Program Overview

The Professional Sales Specialist Certification Program is designed to equip participants with essential sales strategies, customer relationship-building skills, negotiation tactics, and sales management techniques. Through real-world case studies, live role-playing exercises, and hands-on projects, students gain job-ready expertise to excel in competitive sales environments.

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### Program Modules

#### Module 1: Sales Fundamentals

**Objective:**

To introduce participants to the core principles of sales, including the sales process, prospecting, and effective communication techniques.

**Topics Covered:**

**1. Understanding the Sales Process**

- The role of sales in business growth
- B2B vs. B2C sales models
- Steps in the sales cycle (Lead Generation → Pitch → Negotiation → Closing → Follow-up)

**2. Prospecting and Lead Generation**

- Identifying potential customers
- Lead qualification techniques (BANT, CHAMP, etc.)
- Cold calling, email outreach, and social selling
- Utilizing CRM tools for lead management

**3. Effective Communication Skills**

- Active listening and rapport building
- Persuasive communication techniques
- Storytelling in sales
- Handling different buyer personas

**Assessments:**

- Lead generation project (identifying and qualifying prospects)
  - Cold calling simulation and role-play exercise
  - Communication skills assessment
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**Module 2: Consultative Selling Techniques****Objective:**

To equip participants with advanced selling techniques focused on understanding customer needs and providing tailored solutions.

**Topics Covered:**

1. **Needs Assessment**
  - Identifying customer pain points
  - Asking the right questions (SPIN Selling, Solution Selling)
  - Developing a consultative approach
2. **Solution-Based Selling**
  - Matching customer needs with product/service offerings
  - Value proposition development
  - Presenting tailored solutions to clients
3. **Building Long-Term Relationships**
  - Customer retention strategies
  - Building trust and credibility with clients
  - Post-sales engagement and upselling techniques

**Assessments:**

- Case study on identifying customer needs
  - Developing a personalized sales pitch
  - Role-playing exercise for consultative selling
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**Module 3: Sales Negotiation and Closing****Objective:**

To develop negotiation and closing skills that help participants handle objections, finalize deals, and maximize revenue.

### **Topics Covered:**

#### **1. Negotiation Strategies**

- Fundamentals of successful negotiation
- Win-win vs. competitive negotiation strategies
- Psychological triggers in negotiation

#### **2. Handling Objections**

- Common sales objections and how to overcome them
- Active listening and problem-solving approaches
- Reframing objections into opportunities

#### **3. Closing Techniques**

- Different closing strategies (Assumptive Close, Urgency Close, Trial Close, etc.)
- Identifying buying signals
- Handling last-minute customer hesitations

### **Assessments:**

- Negotiation role-play exercises
  - Handling objections live simulation
  - Case study analysis of a successful sales deal
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## **Module 4: Sales Management and Leadership**

### **Objective:**

To introduce participants to the fundamentals of sales team leadership, forecasting, and performance measurement.

### **Topics Covered:**

#### **1. Team Management**

- Motivating and managing a sales team
- Performance evaluation techniques
- Leadership styles in sales

#### **2. Sales Forecasting**

- Understanding sales pipelines and funnels
- Setting realistic sales targets
- Using data analytics for sales predictions

#### **3. Performance Metrics & CRM Tools**

- Key sales KPIs (Conversion Rate, CAC, CLV, etc.)
- CRM tools like Salesforce, HubSpot, and Zoho CRM
- Sales automation and AI-driven sales tools

#### Assessments:

- Developing a sales performance dashboard
  - Forecasting sales revenue using real-world data
  - Leadership case study analysis
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#### Program Benefits

- ✓ Industry-relevant curriculum based on global sales best practices
- ✓ Hands-on learning with live sales pitch simulations and role-playing exercises
- ✓ Internship and placement assistance with corporate connections
- ✓ Certification from **Mackinlay Learning Hub**, enhancing career credibility

#### Placement Assistance

We provide dedicated **placement assistance** to help participants connect with top recruiters and secure rewarding sales careers in diverse industries.

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**Take the first step towards becoming a high-performing sales professional. Enroll today!**