

## Program Preview (Sales)

<i>Course Name</i>	Sales Fundamentals	Advanced Sales
<i>Duration</i>	5 days	10 days
<i>Fee</i>	N150,000	N250,000
<i>Delivery Type</i>	Classroom, Live Online	Classroom, Live Online LIVE (Learning Integrated Vocational Experience)
<i>Requirement for Completion of Course and Award of Certificate</i>	Full attendance in class	Full attendance in class

### Program Materials:

- Student Manuals
- Physical In-house Training
- Live Online Training

### Program Details:

- In-depth training from expert trainers with extensive real-world industry experience
- Includes course materials, easy-to-follow lab guide
- Get job ready, with our Learning Integrated Vocational Experience programs
- Free career planning, resume writing and job interview training

### Learning Integrated Vocational Experience (LIVE)

This 8-week Sales internship program is a combination of pre-placement training and hands-on work experience. We work closely with our industry partners to identify recruitment needs so that we can devise a work integrated training curriculum to fill these gaps. Through our internship programs, students are able to spend time with the sales team, learning best practices, specific skills and tools, as well as assimilating to company culture.

### Benefits of our LIVE training program

- Gain valuable skills and competencies in sales management and business development
- On-the-job training and mentorship from industry experts
- On-Field like experience and Internship program for proper integration into the industry.

- Internship Completion Certificate & Training Completion Certificate
- Employer Reference Letter
- Resume and interview training
- An opportunity for full-time or contract employment

### Internship Responsibilities/Duties

You will be working as part of the Sales team at Arravo. The sales team has account managers and business development managers who provide support to customers, explain products information and usage to new clients, and provide great customer relationship management to ensure repeat sales into existing accounts.

Some of your responsibilities include:

- Generating new business through strategic sales and negotiations
- Cultivating new relationships with key decision makers.
- Driving strong and sustainable financial gains by leveraging corporate potential, enhancing top-notch marketing solutions, sales development and innovative branding strategies
- Driving sales to increase revenue, customer retention and team performance.

### Requirements

To qualify for our internship program, you are expected to complete both the sales fundamentals and advanced training courses.

Students who only register for the Sales Fundamentals Course will not qualify for internship.

- Interns may also be required to travel out of state for customer engagements.
- Interns who write and pass the Sales Professional Requirements for any three technical certification exams will be given preference for employment on an opportunity basis.

### LIVE Program Structure

Duration: 8 weeks

<i>Week</i>	<i>Schedule</i>	<i>Description</i>	<i>Location</i>
1	9am – 5pm, Mon - Friday	Sales Fundamentals	Ikoyi, Online
2-3	9am – 5pm, Mon - Friday	Advanced Selling	Ikoyi, Online
4-11	9am – 5pm, Mon - Friday	Internship	Field work with the sales team

New cohorts begin every month.

## Sales Fundamentals Course Description

### Course Overview

Sales Fundamentals is a robust foundation program designed for anyone starting their first role in sales. This course will provide candidates with basic selling skills training and delegates will learn the most successful and proven techniques.

Aimed at those starting out in the industry, our basic sales training will not only prepare you for the most common and demanding elements of your new job. The course is delivered over five days.

This course covers all critical elements of the sales process - from lead generation through to cold calling, every element of basic sales training will be covered. You will be engaged, challenged and supported throughout the process and will come out with the sales basics to kick-start your career.

### Key Outcomes from Sales Fundamentals

Our specialist trainers will coach you through our basic selling skills training. By the end of the course, you will be able to:

- Identify the attributes of a successful seller today
- Demonstrate the nine steps of the buying process and identify how they can support a client's progression through each stage
- Identify how to effectively use a consultative sales approach to drive sales performance
- Effectively and professionally get past gatekeepers
- Demonstrate how to make a winning cold call
- Handle objections confidently and professionally to improve levels of client commitment
- Lead an effective meeting to achieve specific objectives

### Modules Covered

We will take you through every element of basic selling skills and cover the key areas every new starter should know:

- Selling: What is selling?
- Communication Skills: Getting the message across
- Questioning and Listening: The power of asking the right things, at the right time
- Qualification: From lead generation and beyond
- Booking a Meeting: Getting a foot in the door
- Objection Handling: Overcoming hurdles

- Closing: The importance of the end
- Personality Profiling: Knowing your customer

## Advanced Sales Course Description

### Course Overview

This course teaches how to develop negotiation and presentation skills required for effective selling. The presentation techniques taught on the course would be particularly useful for those demonstrating a lack of confidence, the inability to persuade effectively, those who are overly reliant upon PowerPoint or those lack the skills to deliver compelling presentations that ensure a tangible return.

### Key Outcomes from Advanced Sales Training

By the end of this training course, your delegates will:

- Build & present 2 different proposed solutions for use during a negotiation
- Lead a client to assess the variables within proposed options and identify where they see the most value
- Ask questions to uncover the tangible value within your variables by using monetisation
- Repackage a value proposal during a negotiation to best fit the client's desires
- Relay a cost vs. saving message to persuade your client to accept the proposed solution at listed price
- Close a negotiation using ROI based conclusions
- Prevent margin erosion through combating buyer's tactics
- Implement proven structures and techniques to produce compelling presentations
- Utilise all aspects of verbal and non-verbal communication to embed and maximise the core message
- Deliver impacting and powerful presentations that ensure the audience is captured and retained, from start to finish
- Be confident handling questions and interruptions
- Increase conversions and revenue through the successful delivery of consistently impactful presentations

### Modules Covered

The key areas covered in the course are:

- Ethical Negotiation: What does it mean to be an effective negotiator?
- Evaluating Position: Planning and preparing for successful negotiation

- Taking Control: Influencing and exercising power over the process
- Highlighting the Need: Questioning and identifying client needs
- Compromise and Agree: The art of reaching agreement to move forward
- Summarise and Confirm: Closing negotiation to ensure return
- Importance of Beliefs: Emotive and powerful presenting
- The Presenter State: Physiology and mastering your voice
- Structuring Presentations: Capturing and maintaining attention
- Refining and Fine-Tuning: Delivering truly compelling presentations
- Presentation in Practice: Putting learning into action