



Fundamentals of Sales

Mastering the basics for sales success

Overview

The Sales Function is a crucial part of many businesses. The Fundamentals of Sales program by AIM-SEELL can provide participants with the tools and techniques needed to succeed in this field. Studies have shown that sales training programs can have a significant impact on sales performance.

For example, a study by CSO Insights found that companies with formal sales training programs had 17% higher win rates than those without such programs. Similarly, a study by Aberdeen Group found that companies that invest in sales training experience 50% higher sales growth than those that do not. This program is designed to provide participants with the knowledge and skills necessary to succeed in sales. It covers the basic principles of sales, including the sales process, customer relationship management, effective communication, product knowledge, and sales techniques.

This is relevant for anyone interested in pursuing a career in sales, from entry-level salespeople to experienced sales managers. Sales skills are also relevant in many other roles, including customer service, marketing, and business development.

Objectives

Overall, the objective of the Fundamentals of Sales program is to equip participants with the knowledge, skills, and techniques necessary to succeed in sales, build customer relationships, and achieve sales goals.

- 1. Understanding the Sales Process:** Participants will gain an understanding of the basic steps involved in the sales process, including prospecting, qualifying leads, making a sales pitch, handling objections, closing sales, and following up with customers.
- 2. Developing Sales Techniques:** The program will provide participants with effective sales techniques and strategies, such as building rapport with customers, identifying customer needs, and presenting solutions that meet those needs.
- 3. Enhancing Communication Skills:** Effective communication is critical to successful sales, so the program will aim to develop participants' communication skills, including active listening, questioning, and nonverbal communication.

- 4. Building Product Knowledge:** Participants will learn about the products or services they are selling, including features, benefits, and competitive advantages, to be able to answer customer questions and objections effectively.
- 5. Improving Customer Service:** The program will emphasize the importance of providing excellent customer service to build customer loyalty and increase sales.
- 6. Managing the Sales Cycle:** Participants will learn how to manage the sales cycle effectively, including tracking leads, managing customer

What Will You Learn

- 1. Introduction to Sales:** This topic covers the basics of sales, including the role of a salesperson, types of sales, and the importance of sales in business.
- 2. Understanding the Sales Process:** Participants learn about the various stages of the sales process, including prospecting, lead generation, needs assessment, solution presentation, objection handling, closing, and follow-up.
- 3. Building Relationships:** Building relationships is an essential part of sales, and this topic teaches participants how to build rapport, establish trust, and develop long-term relationships with customers.
- 4. Effective Communication:** Communication skills are crucial in sales, and this topic covers the art of active listening, effective questioning, and nonverbal communication.
- 5. Sales Techniques:** Participants learn about various sales techniques such as consultative selling, solution selling, and relationship selling.
- 6. Product Knowledge:** Understanding the product or service being sold is essential in sales, and this topic teaches participants how to identify product features, benefits, and advantages, as well as how to handle objections.
- 7. Time Management:** Time management is critical in sales, and this topic covers effective time management techniques to increase productivity and sales results.

8. Customer Service: Providing excellent customer service is essential in sales, and this topic teaches participants how to build customer loyalty and enhance the customer experience.

9. Ethics in Sales: This topic covers ethical issues in sales, including maintaining integrity, avoiding conflicts of interest, and adhering to industry regulations

Program Learning Content

Day 1

Understanding the Sales Process

Day 2

Effective Communication and Customer Engagement

Day 3

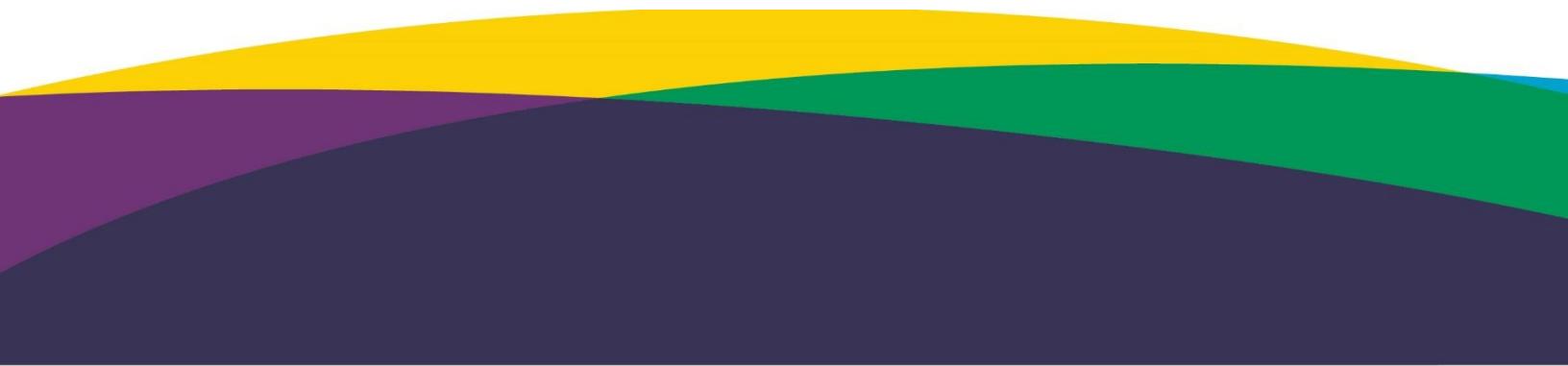
Handling Objections and Closing Techniques

Day 4

Time Management and Sales Ethics

Day 5

Sales Leadership Mindset Basics



Who Should Attend

The program is designed for anyone who is interested in pursuing a career in sales or looking to improve their sales skills. This includes:

Entry-level Salespeople: Those who are new to the field of sales can benefit greatly from attending a fundamental sales program. The program can provide them with a solid foundation in sales techniques, customer relationship management, and effective communication skills.

Experienced Salespeople: Even those who have been working in sales for many years can benefit from attending a fundamental sales program. The program can help them refresh their knowledge, learn new techniques, and keep up with the latest trends in sales.

Sales Managers: Sales managers can also benefit from attending a fundamental sales program. The program can help them develop their leadership skills, enhance their team's sales performance, and improve their overall effectiveness as a manager.

Customer Service Representatives: Customer service representatives often interact with customers and may be responsible for sales in some capacity. Attending Fundamentals of Sales can help them develop the skills they need to succeed in these roles.

Business Owners and Entrepreneurs: Business owners and entrepreneurs can benefit from attending a fundamental sales program as well. The program can provide them with the skills they need to sell their products or services effectively and grow





Program Faculty

Gary Emmanuel N. Carandang

Adjunct Faculty
Asian Institute of Management

Gary Emmanuel N. Carandang is a seasoned corporate leader, management consultant, and trainer specializing in commercial strategy and general management. He is an alumnus of the Advanced Management Program at INSEAD Business School, bringing a global perspective to his executive and academic roles.

Prof. Carandang has over 20 years of leadership experience across major multinationals, having served as Vice President at Pepsi-Cola Products Phils., Inc., Republic Cement, and Nestle Philippines, as well as holding senior director roles at Coca-Cola FEMSA and Mead Johnson Nutrition. He currently serves as an Adjunct Faculty at the Asian Institute of Management (AIM). He holds a Master in Innovation and Business from AIM and a Bachelor of Science in Agricultural Economics from the University of the Philippines.

Program Fee

Php 25,000 or USD 450*

*Final USD amount may vary based on the exchange rate at the time of payment.

Interested in early bird or group discounts?

Group enrollment offer:
Get 5% off the program fee for group of 3 to 6 pax and 10% for group of 7 pax and above

Earning a Postgraduate Certificate and Postgraduate Diploma

AIM-SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner. By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

Earning Credentials

Upon completion of the program, the participant will earn one (1) unit, which can be credited to the following:

- Postgraduate Certificate in Sales Management
- Postgraduate Diploma in Management

***Postgraduate Certificate requires 5 units earned within 2 years**

***Postgraduate Diploma requires 20 units earned within 3 years**

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://aim.edu/executive-education/>



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu