

uCertify

Course Outline

**Professional Selling Practical
Secrets for Successful Sales**



Lesson

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1. Course Objective

The Professional Selling course is intended for sales professionals. The objective of this course is to explain how to make the most of selling opportunity; show how to organize for better sales; discuss customer resistance and how to counter concerns; and explain ways to understand customer styles.

2. Quizzes

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.

24
QUIZZES

3. Flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.

14
FLASHCARDS

4. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.



5. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

6. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that

reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

7. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assignments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

8. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**
 1. Best Postsecondary Learning Solution

- **2015**
 1. Best Education Solution
 2. Best Virtual Learning Solution
 3. Best Student Assessment Solution
 4. Best Postsecondary Learning Solution
 5. Best Career and Workforce Readiness Solution
 6. Best Instructional Solution in Other Curriculum Areas
 7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution
6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

• **2017**

1. Best Overall Education Solution
2. Best Student Assessment Solution
3. Best Corporate/Workforce Learning Solution
4. Best Higher Education LMS or Learning Platform

• **2018**

1. Best Higher Education LMS or Learning Platform
2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

• **2019**

1. Best Virtual Learning Solution
2. Best Content Authoring Development or Curation Solution
3. Best Higher Education Learning Management Solution (LMS)

• **2020**

1. Best College and Career Readiness Solution
2. Best Cross-Curricular Solution
3. Best Virtual Learning Solution

9.  Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: Introduction to Professional Sales

- Introduction
- Sales Success: Do You Have What it Takes?
- Professional Salesperson's Quiz
- Professional Salesperson's Assessment

Chapter 2: PART I Getting Started

- Finding Prospects
- Acquiring Referrals
- Using the Telephone to Qualify and Get Appointments
- Defrosting Telephone Cold Calls
- Write Your Own Telephone Outline

- Telephone Cold Call Checklist

Chapter 3: PART IIA Face-to-Face Selling: Understanding The Process

- Presentation Strategies
- Starting the Interview
- Asking Questions
- Facts/Features, Transitions and Benefits

Chapter 4: PART IIB Closing For Commitment

- Testing for Buying Interest
- Sample Closes
- Reducing Resistance and Countering Concerns
- The Importance of Nonverbal Communication
- Reviewing Your Efforts

Chapter 5: PART III Face-to-Face Selling: Understanding Your Customer

- Selling to Different Communication Styles
- The Four Communication Styles

- Understand Your Style
- What Did I Discover About Myself?
- Communication Styles Practice
- Four Case Situations

Chapter 6: PART IV Organize For Greater Sales

- Prioritizing Your Clients/Prospects
- Conquering the Paperwork Mountain
- Follow Up Made Easy: A Tickler/Suspense File
- Salvaging Scrap Time
- Make Notes
- Using a Prospect Lead Form

Chapter 7: PART V Review

- What Did We Cover?
- Closed Book Review

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