



The Baron
Group, Inc.

Selling Skills for Non-Sales People

Overview

In order to be a true sales organization, everyone within an organization should be exposed to the sales process. A primary objective of all employees should be to understand and address client needs. This program is designed for non-sales people who support the sales process. It will help them develop a deeper understanding of the sales process and critical sales skills and better support their organizations efforts as a result.

By the conclusion of this course, participants will be understand:

- How salespeople approach selling
- Their role in the context of the sales process
- The needs of clients and the challenges that salespeople face in understanding and addressing client needs
- The interpersonal skills that make salespeople effective and how those same skills will make them more effective in their non-sales role
- How to make effective recommendations
- The objection resolution process
- Gaining commitment from customers