

Course Name	CBP™ Sales
Course Code	CBP
Course Duration	2 Days
Course Structure	Instructor-Led
Course Overview	<p>The CBP™ Sales Certification is designed to instill and establish the foundation for professional selling by developing the latest and most successful selling strategies and processes using effective sales methodologies. You will learn the skills and tactics of leading sales and capable to close any deal with high professionalism and take part in interactive scenarios to master those skills.</p> <p>The CBP™ Sales certification Topic covers all the major sales stages and teaches the best practices in the sales industry.</p>
Audience Profile	CBP™ Professional-Sales program develop the skills for those who wish to work in sales. It will provide them with the most important principles and concepts, in addition to the latest strategies and effective methodologies, along with practical training on the use of these strategies, which sharpens their skills and makes them be able to make the most out of it.
Course Prerequisites	<p>This course requires that students meet the following prerequisites:</p> <ol style="list-style-type: none"> 1. The candidate must have a commitment to the pursuit of excellence. 2. The candidate must have completed a high school or secondary school diploma or similar educational
Course Outcome	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Define Sales • Infer some methods and skills to look for potential clients • Explain how to build effective and successful communication from the first time • Develop strategies and methods that support the success of the evaluation process • Present a presentation with confidence for a service and/or product professionally • Deal with all forms of objections and obstacles that may be encountered in the sale.

	<ul style="list-style-type: none"> • Close the transaction in a professional, gradual and compelling manner. • Explain examples of effective strategies for closing and following the deal.
Assessment/Evaluation	<p>International Certified Business Professional Exam – Sales This Topic prepares candidates to take the Certified Business Professional exam – CBP™ C30-508.</p>

Course Details	
Topic	<p>Topic 1: Introduction to Selling</p> <p>Topic 2: Prospecting Success Strategies</p> <p>Topic 3: First Contact Success Strategies</p> <p>Topic 4: Qualification Success Strategies</p> <p>Topic 5: Presentation Success Strategies</p> <p>Topic 6: Successful Objection Resolution</p> <p>Topic 7: Successful Closing Strategies</p> <p>Topic 8: Wrap-up & Follow-up Strategies</p>