


REGISTRATION FORM FOR THE QUALITY MANAGEMENT SYSTEM

 <p>OMNITECHIT</p>	<p><i>COURSE SPECIFICATION</i></p>	<p>STC – Course Specification <i>Model: SRA-r1</i></p>
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Title of Course: *SALES PROCESS*

Code: *SP*

COURSE DESCRIPTION	Understanding the sales process and applying it with success
COURSE RECIPIENTS	<ul style="list-style-type: none"> • Sales • Pre-Sales • Marketing, • B2B Company personnel
EDUCATIONAL GOALS	<ul style="list-style-type: none"> • Understanding the differences between Lead, Account, Opportunity. • Understanding the importance of the use of the CRM. • Understanding the movement in Negotiations with a Sales scope and the importance of Forecasts. Understanding the importance of preparing carefully the meeting with the Client.
ADMISSION REQUIREMENTS	None
COURSE PROGRAM	<p>1st Day</p> <ul style="list-style-type: none"> • Manage and Improve Business with existing Clients • Behaviors, and reasons for frustration (use of the CRM) • Pipeline /Funnel Overview • Accounts (Account Management, Info collecting / Consultative Selling, Visit planning and reporting) <p>2nd Day</p> <ul style="list-style-type: none"> • New business development • Lead management • Opportunity management • Contact management (identifying & understanding people) • Pricing Negotiation (Info collecting, The funnel ~ Value proposition)