OMNITECH**IT**	*COURSE SPECIFICATION*	STC – Course Specification *Model: SRA-r1*

Title of Course: **Enterprise Sales Process**

Code: **ESP**

COURSE DESCRIPTION	Understanding the Enterprise Sales Process concepts and applying them with success.
COURSE RECIPIENTS	• Sales Manager • Senior Sales • Sales • Pre-Sales • Marketing • B2B Company personnel
EDUCATIONAL GOALS	Understanding the importance of approaching the sale in a Strategic fashion, planning the Sales process for the Client, and to control the Sales process.
ADMISSION REQUIREMENTS	Know the base concepts of the Sales Process
COURSE PROGRAM	**1st Day** • B2B Sales • Positioning • The Client • The Competition • Sales Strategies • The Definition of Sales Objectives **2nd Day** • Connecting Solutions to problems, • From Lead generation to the Order, • The Importance of Information.