

# *intRAtrain Performance and Learning*

## *Sales and Marketing*



We offer cutting-edge sales training and techniques to help your team achieve off-the-chart results. Don't settle for "good enough." We'll design the ultimate sales training program for your organization, establish a strong sales culture, and equip your team with the latest strategies for successful sales calls

The Sales and Marketing curriculum focuses on the customer-facing skills and behaviors needed to work effectively with prospects, customers, and clients, enabling your team to sell more in less time. These are designed for executives, managers, supervisors, and emerging employees who want to become more effective at leading both themselves and others.

The Sales and Marketing courses are divided into five sections, each featuring interactive tutorials, Application Activities, and Knowledge Checks. These resources will equip your team to translate knowledge into immediate, actionable results

If you choose to work with a certified coach, they will support you with additional materials that reinforce learning transfer within your organization.



### Contact Us!

507.665.6266

[sales@intRAtrain.com](mailto:sales@intRAtrain.com)

intRAtrain

## **intRAtrain PALS eLearning Course Catalog**

*In Partnership with Chart Learning*

Leadership, Personal Development, Compliance, Team Development,  
Sales & Customer Services

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# Sales and Marketing

## 1. PROSPECTING

- Psychology of Prospecting
- Prospecting Campaigns
- Telephone/Voice Mail Return
- Warm Call Referral Prospecting
- Dealing with Indifference

## 2. QUALIFYING

- The “Big Five” Qualifiers
- Categorizing/Organizing Leads
- Buying Influencers
- Sales Funnel Stages for Advancing
- Developing Buying Interest

## 3. BUILDING RAPPORT

- Greetings and Introductions
- Business Etiquette and Customer Care
- Building Trust and Respect
- Confidence in Any Situation
- Building Positive Relationships

## 4. MANAGING A SALES TEAM

- Best Practices For Sales Managers
- Overcoming Challenges
- Developing A Sales Process
- Setting And Tracking Goals
- Building And Structuring Your Sales Team

## 5. QUESTIONING

- Introduction to STÉR Questions
- Pinpointing Needs
- Finding Problems
- Building Needs
- Questions that Sell for You

## 6. LISTENING

- Authentic Listening
- Increasing Concentration
- Building Curiosity
- Gaining Clarity
- Critical Listening

## 7. PRESENTING/ RECOMMENDING

- Planning Persuasive Presentations
- Preparing Presentations that Sell
- Practicing for Perfect Delivery
- Presenting with Impact
- Avoiding Mistakes and RX for Anxiety

## 8. PRODUCT KNOWLEDGE

- Product & Procedural Knowledge
- Competitive Knowledge
- Building Credibility
- Developing Expertise
- Industry Trend Resource
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- 9. CONTACT MANAGEMENT**
- Customer Relationship Management
  - Sales Force Automation
  - CRM Implementation
  - Customer Experience Management
  - Managing Customer Expectations

- 10. INFLUENCE TECHNIQUES**
- Appropriate Use of Power
  - Six Influence Techniques
  - Getting Others to Follow Your Lead
  - Influencing Change
  - Credibility: Maximizing Core Influence

- 11. NEGOTIATION SKILLS**
- Intro to Negotiation and Strategy
  - Planning Effective Negotiations
  - Opening Win-Win Discussions
  - Exploring Win-Win Alternatives
  - Reaching Agreement and Tactics

- 12. RESOLVING CONCERNS**
- Psychology objections & concerns
  - Preventing objections & concerns
  - Steps for handling objections
  - Resolving objections script
  - Resolving concerns in large sales

- 13. STRESS MANAGEMENT**
- Stress for Success
  - Stress Management Techniques
  - Resiliency
  - Balancing Home and Career
  - Preventing Job Burnout

- 14. CONFIRMING/ CLOSING**
- Psychology of Confirming Sales
  - How to Ask for the Business
  - Increasing Closing Ratios
  - Confirming Different Buyer Styles
  - Getting to Yes

- 15. FOLLOWING THROUGH**
- Upselling Opportunities
  - Preventing Buyer's Remorse
  - Email Etiquette Follow Through
  - Customer Feedback and Satisfaction
  - Keeping Customers for Life
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- 16. BUILDING REFERRALS**
- Psychology of Building Referrals
  - How to Ask for Referrals
  - Quick-Results Referral Techniques
  - Strategic Referral Techniques
  - Networking Your Way to the Top

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## 17. TIME AND TERRITORY MANAGEMENT

- Sales Effectiveness
- Sales Efficiency
- Sales Scheduling SMART
- Pic Territory Management: PLAN
- Pic Territory Management: IMPLEMENT
- Pic Territory Management: CONTROL

## 18. SOCIAL MEDIA MARKETING 101

- Introduction To Social Media Marketing
- Top Channels and Best Practices for Each Platform
- How To Use Hashtags for Beginners
- Defining Your Audience and Voice
- How To Create a Social Media Strategy

## 19. SOCIAL MEDIA MARKETING 201

- How To Use Content Buckets for Social Media Planning
- Boosting Social Media Engagement
- Why People Unfollow Brands on Social Media
- Metrics To Monitor Social Media
- Creative Content Ideas for Social Media

## 20. MARKETING FUNDAMENTALS: GETTING STARTED GUIDE

- Marketing Foundations
- Key Elements of Marketing & What Is a Marketing Plan
- Understand Your Goals, Audience and Position
- Determine A Course of Action
- Implement And Track Marketing Analytics Introduction

## 21. A GUIDE TO BRAND IDENTITY AND STRATEGY

- Why Is a Brand Important?
- Story Telling and Visual Brand Essentials
- Developing Your Brand Personality
- Brand Positioning and Messaging
- Considerations & Strategy for Rebranding

## 22. COMPREHENSIVE EMAIL MARKETING GUIDE

- Introduction To E-mail Marketing
- Getting Started
- Drafting Effective Emails
- Email Design & Avoiding Spam Filters When Sending Emails
- Analyse And Measure the Effectiveness

## 23. PAID ADVERTISING INTRODUCTION

- What Is Paid Advertising and Search Engine Marketing (SEM)
- Understanding Paid Search & Pay-per-click
- What Is Out-of-home and Display Advertising
- Creating Eye-catching Display Ads
- Recapturing An Audience Through Remarketing

## 24. SEARCH ENGINE OPTIMIZATION (SEO) INTRODUCTION

- Mastering SEO & Keyword Research
- Factors That Affect Your SEO Rankings
- Optimizing Content and Technical Optimization
- Structuring Your Website For SEO
- Optimize Image SEO

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