

## **Sales Skills Advanced**

### **Description:**

This ILT Series course builds on the fundamentals of Sales Skills: Basic. In the Advanced course, students learn how to build relationships with clients, help clients envision their needs, negotiate to meet the identified needs, study the market, and analyze competitors. Course activities also cover researching clients, and implementing a consulting strategy to develop solutions for clients. Students will also close a sale and follow up after the sale. The manual is designed for quick scanning in the classroom and filled with interactive exercises that help ensure student success.

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