



**TYLOS**

تايلوس للتنمية البشرية  
human development

# SELLING SKILLS

## COURSE OUTLINE

### Overview: Why choose this course?

It's no secret that selling has changed in recent years. This is an exciting and dynamic profession, yet it is one of the most underrated and misunderstood, at least in recent years.

The back-slapping sleazy, joke-telling huckster has disappeared and in his place is a new generation of sales professionals—highly trained and groomed, with the characteristics of honesty, trustworthiness, and competence. This training will help participants how to be one of those smart sales professionals.

### Course Contents:

- Essential Selling Skills
- What is Selling?
- Features and Benefits
- Setting SMART goals
- Time Management Tips
- Customer Service
- Types of Selling
- Ten Major Mistakes
- Finding New Clients
- Selling Price
- Finding New Clients
- Selling Price

### Who should attend?

This course is ideally suited for anyone in marketing and sales department and to anyone who would like to know how a professional sales person should act.

### Training Tools and Methodology:

Training Aids and Materials  
Powerpoint/ Videos  
Assessments/ Lectures

### Teaching Language:

Arabic/English

### Duration:

40 hrs.

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