



Sales Training Kit

For Sales Trainers, Leaders and Sales Managers

ICARIANS

2024 version

**Exclusively Designed to
Train Junior and Mid Level employees**

1

OVER 100 SLIDES

2

TRAINER'S NOTES AND SCRIPTS FOR EACH SLIDE.

3

WITH MODULE SPECIFIC ACTIVITIES, ROLEPLAYS

4

OBJECTIONS HANDLING & SALES TECHNIQUES GUIDES

DESIGNED & DEVELOPED FOR

- Corporate Trainers
- Sales Trainers
- Sales Managers & Team Leads
- Organisational Development Coaches
- Operations Managers
- Aspiring Trainers and Managers
- Freelance Training Consultants



Let's Look inside the Kit



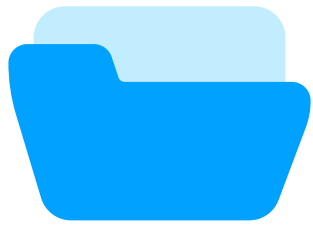
This Sales Training Kit Holds 11 Folders



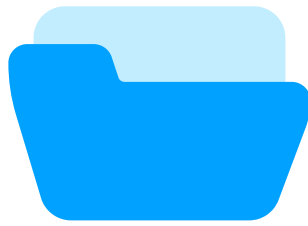
**And Each Folder holds specific
Sales Training Files**



And The 11 Folders are..



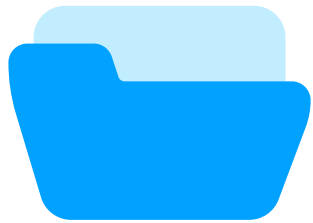
Training Module & PPT



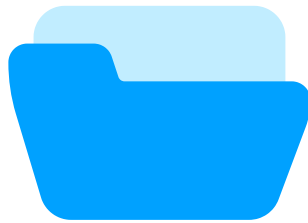
Module 1



Module 2



Module 3



Module 4



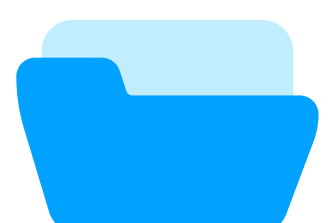
Module 5



Module 6



Module 7



Sales Techniques



Objections Handling



Training Assessments

Key Highlight

**Entire Module comes with
Trainer's Notes and Trainer's
Scripts for Each Slide.**

Yes you heard that right,
For Each Slide.

Let's get to the details.

Training Content Folders

1. Modules & Main Presentation

- 1.A short 3 hour Training Module
- 2.A detailed 2 Day Training Module
- 3.Training Presentation of over 100+ slides

2. Introduction to Sales

- 1.Trainer's Guide
- 2.Specific Activities for Module 1
- 3.Trainer's Notes of each Slide 1 to 10

3. Understanding Customers

- 1.Trainer's Guide
- 2.Specific Activities for Module 2
- 3.Trainer's Notes of each Slide 11 to 25

4. Sales Techniques & Tools

- 1.Trainer's Guide
- 2.Specific Activities for Module 3
- 3.Trainer's Notes of each Slide 26 to 40

5. Prospecting & Lead Generation

- 1.Trainer's Guide
- 2.Specific Activities for Module 4
- 3.Trainer's Notes of each Slide 41 to 50

6. Closing Sales and Follow up

- 1.Trainer's Guide
- 2.Specific Activities for Module 5
- 3.Trainer's Notes of each Slide 51 to 65

7. Personal Development

- 1.Trainer's Guide
- 2.Specific Activities for Module 6
- 3.Trainer's Notes of each Slide 66 to 73

8. Workshop Wrap up

- 1.Trainer's Guide
- 2.Specific Activities for Module 7
- 3.Trainer's Notes of each Slide 74 to 80

Knowledgeable Guides for Sales conversations



9. Sales Techniques & Strategies

12 Detailed Guides on different Sales Techniques and Strategies like Spin Selling, Solution Selling, Value based selling, Neat Selling, ABS Selling and more.

10. Objections Handling

10 Detailed Guides with examples on Objections Handling like Price & Budget objections, Trust Objections, Authority Objections, Timing Objections and more.

11. Training Assessments

1. Pre Training Assessment
2. Formative Assessment
3. Post Training Assessment

Let's Look at some Screenshots



**Presentation files are Completely
White labelled and Editable**



Designed with Creativity and Elegance

- Builds Long-term Relationships
- Ensures Customer Satisfaction
- A strong hope for Future Sales

Follow up Matters



59

1. Be Genuine
2. Admit when you don't have answer
3. Be consistent
4. Align your values with customer
5. Show long term commitment

Building Authenticity In Sales

Buyer Personas

Let's Explore



Let's Recap - I

Module 1	Module 2	Module 3	Module 4
Understanding the Sales Process	Importance of customer centric selling	Effective Communication, Consultative Selling	Cold Calling and Leveraging Networks

74

Personalized Action plan



1. What resonated with you the most?
2. What improvements you think you need?
3. Setting Smart Goals

76

Why Product Knowledge Matters

- Builds Credibility
- Enhances Trust
- Enables Problem Solving

Sales Mindset

Growth Mindset



Positive Attitude

Staying Resilient

What is Prospecting..!

The process of identifying and qualifying potential customers for your product or service.



41

For Professionals

Handling Rejections Positively

In sales, rejection is a part of the process. Not every customer will say ok and that's Okay.

"When faced with rejection, thank the customer for their time, maintain professionalism, and leave the door open for future conversations."

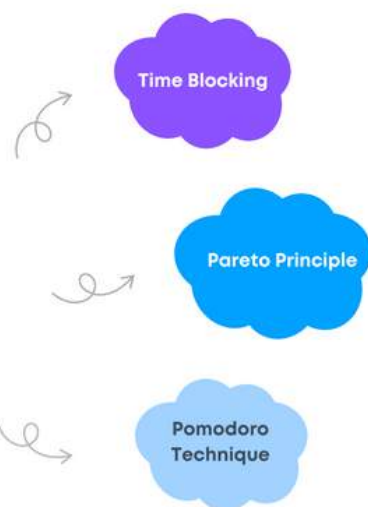


Cold Calling & Outreach Techniques

Let's Explore



More Time Management Techniques



Impact of Good service on Sales

- Positive Referrals
- Brand Reputation
- Customer Retention
- Increased Sales
- Feedback and Improvement

Effective Questioning

Open Ended Questions



Probing Questions

Clarifying Questions



37

25

Closing Techniques



Assumptive Close

"When would you like the delivery to begin?"



Urgency Close

"The Offer is only valid for today."

Handling Final Objections

Apply LAER Framework to address the last minute hesitations offering customers.

- L Listen
- A Acknowledge
- E Explore
- R Respond

ACTIVITIES

MODULE 1

Activities for Module 1: Introduction to Sales Basics

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Activity 1: Icebreaker – “Sales in Everyday

Quick 3 Hours Training Module

Mastering Sales

For Training Jr. And Mid Level Employees

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Module Overview:

3-Hour Sales Workshop Outline for Junior and Mid-Level Employees

Pre Training Assessment

Sales Training

For Managers and Leaders

- ☐ B. Weekly
- ☐ C. Monthly
- ☐ D. Rarely
- Question 2: What sales methodology do you primarily use?
 - ☐ A. Solution Selling
 - ☐ B. Consultative Selling
 - ☐ C. SPIN Selling
 - ☐ D. Other (please specify): _____

Training Files Screenshots

Sales Training Module 4

Trainer's Guide

With Instructions, Timings, Recommended Activities etc.

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Trainer's Guide

Module 4: Prospecting and Lead Generation

Module Overview:

SPIN

SELLING TECHNIQUE

Trainer's Guide

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Objection Handling

Price and Budget Objections

For Training Jr. And Mid Level Employees

1. Price and Budget Objections

Key Strategies for Handling Price and Budget Objections:

1. Acknowledge the Objection: Show that you understand and empathize with the customer's concern.

Example: “I completely understand that budget is a key concern.”

Time for some Bonuses





1.

70+ CORPORATE CASE STUDIES



A Collection of 70+ Case Studies

IN 10 DIFFERENT CATEGORIES

Innovation and Disruption

Customer Centric Strategies

Adaptability and Crisis Management

Employee Well-being and Culture

Ethical Business Practices

Supply Chain Management

Financial Management and Investments

Branding and Marketing

Corporate Social Responsibility

Technology Adoption & Integration



2.



Bonus - 25 Training Files

Forms, Worksheets, Checklists, Templates in MSWord



01

**Training Calendar
Format**

12

TNA Checklist

02

TNA Worksheet

13

TNA Questionnaire

03

Training Feedback Form

14

Training Agenda

04

Training Evaluation Form

05

Training Logistics - Worksheet

06

Trainers Skills Evaluation Checklist

07

Training and Workshop Planning Form

08

Pre and Post Training Checklist

09

Training Planning Template

10

Training Self Evaluation Form

11

Training Workplan Form



Bonus - 25 Training Files (cont.)

Forms, Worksheets, Checklists, Templates in MSWord



- 15 **Creating a training program using ADDIE Model**
- 16 **Designing Learning Outcomes**
- 17 **Standards of production of training curriculum**
- 18 **Train the Trainer post training Evaluation**
- 19 **Training Design Competency Checklist**
- 20 **Training Material Production workplan**
- 21 **Training Observation**
- 22 **Presentation Skills Checklist**
- 23 **Training Development Worksheet**
- 24 **Verbs for Writing Learning Objectives**
- 25 **Icebreaker Activities**

This **Lifetime** Training and Development Content



is now...



For Sales Trainers, Sales Managers,
Team Leads and Aspiring Sales Trainers

Available to Download



Sales Training Kit

7 Detailed Modules, Trainer's Notes,
Trainer's Guides, 100+ Slides,
Objection handling, Selling
Techniques, Pre & Post Assessments
25 Bonus Training Files
70+ Corporate Case Studies

\$149.00

~~\$199.00~~

**Feel Free to Connect
for any Questions.**

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