



HUMAN RESOURCES CONSULTANTS  
INVESTIGATIONS

# ***On-Demand SALES Learning Library Catalog***

*Click on the course title or scroll down to see each course description.*

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## **Sales: Effective Negotiating for the Sales Professional**

An effective sales professional knows how to meet customer needs while assuring reasonable terms and profit for his or her own company. This course has techniques for identifying customer expectations and determining how to meet them in a way that both parties are satisfied by the results. There are checklists and discussion guidelines to help a sales professional master this essential communication skill.

## **Sales: Powerful Telesales Skills**

This course provides an introduction to effective telephone techniques. Many people overlook the importance of telephone communications, yet the telephone is the most common means for customers to contact a firm. Lack of understanding about effective telephone techniques can lead to a loss in sales or customers. This course will teach skills that help boost organizational success and professionalism.

## **Sales: Professional Sales Skills for New Salespeople**

Selling is a complex and sophisticated process, but successful sales begin and end with the basic essentials. This course includes an overview of the selling process, and provides worksheets and checklists to take you from contact lists through sales calls and on to follow-up and referrals. There are tools for identifying the features and benefits of your product and service, doing a competitive analysis, and preparing your sales presentation. There are also practical tips on dealing with customers.