

Unleashing Your Potential

Course Outline

Effective Sales

2 DAYS

This course is accredited by the Services Seta and the material covers unit standards at NQF level 5: 10047 with 5 credits.

Imsimbi Training is a fully accredited training provider with the Services Seta, number 2147, as well as a Level 1 Contributor BBBEE company and 51% black owned.



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Course Objectives

Welcome to the exciting world of Effective Sales

Welcome to Effective Sales, a practical and results-driven course designed to equip sales professionals, entrepreneurs, business owners, and customer-facing employees with the skills needed to succeed in one of Africa's most dynamic and diverse markets.

South Africa presents unique sales opportunities and challenges. Its multicultural population, varying economic landscapes, evolving consumer behaviour, and highly competitive business environment require salespeople to move beyond traditional selling techniques. Success depends on understanding customer needs, building trust, communicating effectively, and delivering value-driven solutions.

This course explores the principles and practices of effective selling within the South African context.

Participants will learn how to identify customer needs, develop persuasive sales strategies, manage objections, negotiate confidently, and build long-term customer relationships. The course also examines the impact of digital transformation, customer service excellence, and ethical sales practices on sustainable business growth.

By the end of this course, participants will be able to apply proven sales techniques, adapt their approach to different customer segments, and consistently achieve improved sales performance while maintaining strong professional relationships.

Whether you are new to sales or seeking to enhance your existing skills, this course will provide the knowledge, tools, and confidence needed to thrive in South Africa's competitive marketplace.



Course Outcomes

Upon completing this course, the participants should be able to:

- Describe methods for establishing customer trends and types
- Understand the business context and potential sales barriers
- Identify opportunities for sales development
- Plan objectives and set goals
- Understand fundamental communication strategies with clients
- Encourage staff participation and monitor sales progress
- Request feedback from customers and respond proactively
- Evaluate effectiveness of sales development and adjust activities
- Maximise sales potential by planning, implementing, and evaluating sales
- Recognise the link between sales and “marketing.”
- Discover how to use low-cost publicity to get your name known.
- Apply personal selling skills to sell products or services.
- Apply closing techniques to sell products or services.



Course Outline

Module 1

- Determining your personal vision
- Company's mission & vision
- Effective Marketing practices
- The 4-Ps of Marketing
- The Marketing Plan
- Advertising

Module 2

- Customer-driven Marketing & Sales
- Customers – our lifeblood
- Competencies of effective salespeople
- Defining your client base
- Goal setting for sales
- Effective Time Management
- Administration – Paperwork & Record keeping



Course Outline

Module 3

- Building Confidence
- Behaviour types
- Behavioural Styles (DISC)
- Product Knowledge
- Product Differentiation
- Process for Effective Selling
- Establishing Customer Needs

Module 4

- Questioning Techniques
- Active Listening
- Closing the Sale
- Upselling
- Selling in a Recession
- After-sales Service
- Conducting Business on the Telephone
- Self-assessment

