



# saleslearn.com Mobile Learning Modules

Module	Sales Simulation Scenario (SSS)	Understanding Laws and Ethics of Selling (ULE)	Time and Territory Management for Salespeople (TTM)	Using Market Information for Sales (UMI)	Prospecting for New Business (PNB)	Preparing and Delivering a Sales Presentation (PDS)	Sales Pipeline Management (SPM)	Understanding Influences on Buyer Behaviour (UIB)	Handling Objections, Negotiating and Closing Sales (HON)
<b>Learning Outcome 1</b>	<b>Understand the ALG business</b>	<b>Understanding laws affecting selling</b>	<b>Be able to manage own use of time</b>	<b>Understand the importance of obtaining and storing sales-related information</b>	<b>Plan to prospect for new business</b>	<b>Be able to prepare a sales presentation</b>	<b>Understand the importance of pipeline management</b>	<b>Understand buyer decision-making processes and their impact on the sales cycle</b>	<b>Be able to prepare to handle objections, negotiate and close the sale</b>
AC 1.1	<ul style="list-style-type: none"> <li>Sales structure and key personnel</li> </ul>	<ul style="list-style-type: none"> <li>Laws affecting selling in an organisation</li> </ul>	<ul style="list-style-type: none"> <li>Log time spent on activities</li> </ul>	<ul style="list-style-type: none"> <li>Importance of having up-to-date information</li> </ul>	<ul style="list-style-type: none"> <li>Prepare an action plan for finding information</li> </ul>	<ul style="list-style-type: none"> <li>Identify customer needs</li> </ul>	<ul style="list-style-type: none"> <li>Importance of pipeline management</li> </ul>	<ul style="list-style-type: none"> <li>Consumer buying decision-making process</li> </ul>	<ul style="list-style-type: none"> <li>Plan to deal with a range of sales objections</li> </ul>
AC 1.2	<ul style="list-style-type: none"> <li>Proposition and key products</li> </ul>	<ul style="list-style-type: none"> <li>How the laws affect selling in an organisation</li> </ul>	<ul style="list-style-type: none"> <li>Set SMART goals</li> </ul>	<ul style="list-style-type: none"> <li>Importance of reviewing data requirements</li> </ul>	<ul style="list-style-type: none"> <li>Source information to identify sales leads</li> </ul>	<ul style="list-style-type: none"> <li>Set objectives for the sales presentation</li> </ul>	<ul style="list-style-type: none"> <li>Issues complicating pipeline management</li> </ul>	<ul style="list-style-type: none"> <li>Organisational buying decision-making process</li> </ul>	<ul style="list-style-type: none"> <li>Prepare a negotiation plan</li> </ul>
AC 1.3	-	<ul style="list-style-type: none"> <li>Consequences if legal requirements are not met</li> </ul>	<ul style="list-style-type: none"> <li>Identify activities needed to achieve goals</li> </ul>	<ul style="list-style-type: none"> <li>Storing sales-related information safely</li> </ul>	<ul style="list-style-type: none"> <li>Prepare a time plan</li> </ul>	<ul style="list-style-type: none"> <li>Assess the likely physical situation</li> </ul>	<ul style="list-style-type: none"> <li>Describe own sales process</li> </ul>	<ul style="list-style-type: none"> <li>Roles within the decision-making unit</li> </ul>	<ul style="list-style-type: none"> <li>Identify methods of closing the sale</li> </ul>
AC 1.4	-	-	<ul style="list-style-type: none"> <li>Organise time for activities</li> </ul>	-	<ul style="list-style-type: none"> <li>Prepare a dialogue framework</li> </ul>	<ul style="list-style-type: none"> <li>Identify and evaluate delivery resources</li> </ul>	-	-	-
AC 1.5	-	-	<ul style="list-style-type: none"> <li>Allow time for obligations and interruptions</li> </ul>	-	-	<ul style="list-style-type: none"> <li>Prepare a presentation that includes USPs</li> </ul>	-	-	-
AC 1.6	-	-	<ul style="list-style-type: none"> <li>Manage requests which are not high priority</li> </ul>	-	-	-	-	-	-
<b>Learning Outcome 2</b>	<b>Understand your role within ALG</b>	<b>Understanding the ethics of selling</b>	<b>Be able to develop a sales call plan</b>	<b>Be able to obtain sales-related information about customers, markets and competitors</b>	<b>Analyse information to create a list of prospects and suspects</b>	<b>Be able to deliver a sales presentation</b>	<b>Be able to analyse conversion ratios to prioritise time spent on prospects</b>	<b>Understand how to respond to the buyer at each stage of the decision-making process</b>	<b>Be able to handle objections</b>
AC 2.1	<ul style="list-style-type: none"> <li>Responsibilities of a territory manager</li> </ul>	<ul style="list-style-type: none"> <li>Qualities of an ethical salesperson</li> </ul>	<ul style="list-style-type: none"> <li>Prioritise customer and prospect lists</li> </ul>	<ul style="list-style-type: none"> <li>Information needed to develop knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Analyse information against qualifying criteria</li> </ul>	<ul style="list-style-type: none"> <li>Deliver a presentation</li> </ul>	<ul style="list-style-type: none"> <li>Identify conversion ratios</li> </ul>	<ul style="list-style-type: none"> <li>How to deal with the decision-making unit members</li> </ul>	<ul style="list-style-type: none"> <li>Issues preventing the customer agreeing sale</li> </ul>
AC 2.2	<ul style="list-style-type: none"> <li>Key performance indicators (KPIs)</li> </ul>	<ul style="list-style-type: none"> <li>Benefits of ethical selling</li> </ul>	<ul style="list-style-type: none"> <li>Allocate time to customers and prospects</li> </ul>	<ul style="list-style-type: none"> <li>Identify sources of information</li> </ul>	<ul style="list-style-type: none"> <li>Record information about prospects and suspects</li> </ul>	<ul style="list-style-type: none"> <li>Allow for questions and objections</li> </ul>	<ul style="list-style-type: none"> <li>Analyse current conversion ratios</li> </ul>	<ul style="list-style-type: none"> <li>Solutions for each decision-making unit member</li> </ul>	<ul style="list-style-type: none"> <li>Identify and prioritise customer concerns</li> </ul>
AC 2.3	-	<ul style="list-style-type: none"> <li>Importance of industry codes of practice</li> </ul>	<ul style="list-style-type: none"> <li>Contacting methods for customers and prospects</li> </ul>	<ul style="list-style-type: none"> <li>Gather information</li> </ul>	-	<ul style="list-style-type: none"> <li>Listen and respond to questions</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate prospects at regular intervals</li> </ul>	-	<ul style="list-style-type: none"> <li>Demonstrate strengths of products or services</li> </ul>
AC 2.4	-	<ul style="list-style-type: none"> <li>Consequences if you behave unethically</li> </ul>	<ul style="list-style-type: none"> <li>Describe the purpose of each call</li> </ul>	-	-	<ul style="list-style-type: none"> <li>Gain commitment to proceed to next stage</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate prospects and prioritise time</li> </ul>	-	<ul style="list-style-type: none"> <li>Confirm how objections can be overcome</li> </ul>
AC 2.5	-	-	-	-	-	-	-	-	<ul style="list-style-type: none"> <li>Respond to buying signals</li> </ul>
<b>Learning Outcome 3</b>	-	-	<b>Be able to develop a plan to manage sales within a sales territory</b>	<b>Be able to use analytical tools and methods to provide sales-related information</b>	<b>Make appointments with prospects</b>	<b>Be able to evaluate a sales presentation</b>	<b>Be able to use sales tools to move prospects through the sales pipeline</b>	-	<b>Be able to negotiate with the customer</b>
AC 3.1	-	-	<ul style="list-style-type: none"> <li>Use analysis to set goals</li> </ul>	<ul style="list-style-type: none"> <li>Use analytical tools and methods to analyse</li> </ul>	<ul style="list-style-type: none"> <li>Identify a person or people to meet with</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate the presentation</li> </ul>	<ul style="list-style-type: none"> <li>Identify sales tools required</li> </ul>	-	<ul style="list-style-type: none"> <li>Carry out negotiation according to plan</li> </ul>
AC 3.2	-	-	<ul style="list-style-type: none"> <li>Develop a territory strategy</li> </ul>	<ul style="list-style-type: none"> <li>Present your analysis</li> </ul>	<ul style="list-style-type: none"> <li>Make contact with prospects to arrange to meet</li> </ul>	-	<ul style="list-style-type: none"> <li>Use identified sales tools</li> </ul>	-	<ul style="list-style-type: none"> <li>Inform when no further adjustment is available</li> </ul>
AC 3.3	-	-	<ul style="list-style-type: none"> <li>Analyse the potential of a sales territory</li> </ul>	-	<ul style="list-style-type: none"> <li>Prepare for the appointments</li> </ul>	-	-	-	-
AC 3.4	-	-	<ul style="list-style-type: none"> <li>Analyse opportunities and threats</li> </ul>	-	-	-	-	-	-
AC 3.5	-	-	<ul style="list-style-type: none"> <li>Develop a territory plan</li> </ul>	-	-	-	-	-	-
<b>Learning Outcome 4</b>	-	-	-	-	-	-	-	-	<b>Be able to close the sale</b>
AC 4.1	-	-	-	-	-	-	-	-	<ul style="list-style-type: none"> <li>Apply a trial close</li> </ul>
AC 4.2	-	-	-	-	-	-	-	-	<ul style="list-style-type: none"> <li>Respond to any further objections and concerns</li> </ul>
AC 4.3	-	-	-	-	-	-	-	-	<ul style="list-style-type: none"> <li>Explore add-ons, up-selling and cross-selling</li> </ul>
AC 4.4	-	-	-	-	-	-	-	-	<ul style="list-style-type: none"> <li>Close the sale and summarise agreements</li> </ul>