Publication date : 05/15/2024

Becoming a salesperson certification course

Practical course - 11d - 77h00 - Ref. KCK
Price : 4480 € E.T.

This certification program is designed to provide you with the tools and methods you need to acquire a sales culture and the self-control you need to persuade more effectively. You'll also learn how to master the full range of prospecting techniques to acquire new customers.

Teaching objectives

At the end of the training, the participant will be able to:

- Identify and master the different stages of the sales interview.
- Master the methods needed to prepare and organize your prospecting.
- Master the different phases of negotiation.
- Anticipate stressful situations in business relationships.
- Design analysis and decision-making tools.

Intended audience

Toutes les personnes souhaitant devenir commercial.

Prerequisites

Aucun.

Certification

This certification course is validated by a written exam in the form of a case study (see Ref. KXR).

PARTICIPANTS

Toutes les personnes souhaitant devenir commercial.

PREREQUISITES

Aucun.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

Course contents

This course consists of the following modules :

Mastering the fundamentals of sales

Ref. FOV - 2 days ★ 4 / 5

Prospecting and Winning New Clients

Ref. PGN - 2 days ★ 4 / 5

Successful Sales Negotiations

Ref. NEG - 2 days ★ 4 / 5

Professional efficiency for salespeople

Ref. EFA - 2 days ★ 4 / 5

Excel and PowerPoint, business essentials

Ref. XCP - 2 days ★ 4 / 5

Certification Become a salesperson

Ref. KXR - 1 day

Course schedule

1 Master the fundamentals of sales

- Context of the sales meeting.
- Introduce yourself: making contact.
- Discover the customer's needs.
- Argue and convince your customer.
- Respond to objections.
- Conclude the interview and sign.

Hands-on work

Progressive hands-on workshops.

2 Prospect for and win new customers

- Preparing and organizing.
- Learn how to make a message interesting.
- Develop sales pitches and tools.
- Telephone prospecting.
- Conduct face-to-face interviews.
- Argue and deal with objections.
- Manage your diary.

Hands-on work

Exercises based on trainees' own cases, self-diagnosis, interview scenarios, recorded telephone role-playing.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

3 Successful sales negotiations

- B-to-B negotiation context.
- Understand and develop your sales cycle.
- Draw up a negotiation grid.
- Outsmart professional buyers.
- Master effective closing techniques.
- Formalize the agreement.
- Develop customer relations and anticipate renegotiations.
- Summary and action plan.

Hands-on work
Each participant builds his or her own steering checklist to summarize and implement the various techniques presented.

4 Professional effectiveness for salespeople

- Analyze your work organization.
- Identify your communication skills.
- Channel stress.
- Better prepare for sales meetings.
- Manage sales action plan priorities.
- Assert yourself in the sales relationship.

Hands-on work
Filmed role-playing exercises, case studies, exercises to build an organization method.

5 Excel and PowerPoint, business essentials

- Handle data in Excel.
- Enrich your data with formulas.
- Highlight your figures.
- Analyze and anticipate with pivot tables.
- Golden rules for a successful PowerPoint presentation.
- Standardize your presentations with the mask.
- Develop interactivity.
- Boost and control your message, audit your accounts.
- Formulate relevant and constructive conclusions.

Hands-on work
Table formatting. Creating calculation formulas. Design pivot tables. Create a new PowerPoint presentation or mask. Insert an image. Layout a presentation. Animate objects and transitions.

Dates and locations

REMOTE CLASS
2026 : 28 May, 28 May, 2 June, 2 July, 2 July, 29 Sep., 15 Oct., 15 Oct., 26 Nov., 15 Dec.

PARIS LA DÉFENSE
2026 : 28 May, 2 July, 15 Oct., 26 Nov.

LILLE
2026 : 26 Nov.