

# Mastering the fundamentals of sales

## Key steps for a successful sales meeting

Hands-on course of 2 days - 14h

Ref.: FOV - Price 2026: 1 590 (excl. taxes)

The sales meeting is a key moment in the sales process. Its success is not left to chance but depends on a structured approach. The workshops in this training course enable participants to develop and try out, step by step, the tools and best practices for conducting effective sales meetings.

### EDUCATIONAL OBJECTIVES

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

Identify and master the different stages of the sales meeting

Improve their communication to better understand customer needs

Translate their offer into customer benefits and argue their case

Turn objections into positive points

Identify the right moment to close the sale and make a joint commitment

### TEACHING METHODS

Active and participatory teaching methods. Alternating theory and practice with application to the context and experience of participants.

### EXERCISE

Progressive practical workshops.

## THE PROGRAMME

last updated: 08/2025

### 1) Context of the sales meeting

- The importance of sales in the marketing and commercial process.
- Selling to professionals and selling to individuals.
- Preparing yourself (mentally and practically).
- The role of the sales representative.
- Attracting the listener's attention and arousing their interest.
- Understanding the stages of a sales meeting.

*Exercise* : Represent the different stages of the sales meeting in the form of a mind map.

### 2) Introducing yourself: making contact

- The first meeting, the first impression, the credibility of the company and its representative.
- Techniques for introducing yourself.
- Communication attitudes to break the ice.
- Non-verbal communication.

*Exercise* : Exercises to break the ice and introduce yourself. Debriefing focused on non-verbal communication.

### 3) Discovering the customer's needs

- Gather requirements, gain trust, discovery technique.
- Questioning: using different types of questions.
- Listen: active listening to bounce back.
- Analyse the different motivational drivers.
- Bring out hidden needs.

### PARTICIPANTS

Sales representatives, technical sales representatives, sales assistants.

### PREREQUISITES

No specific knowledge required.

### 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.

### 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.

- Rephrase the customer's needs.

*Exercise* : List the questions to ask and organise them using the funnel technique. Role play on discovering needs and rephrasing.

#### 4) Argue and convince your customer

- Create a logical sequence after discovering needs.
- Demonstrate how the solution meets the needs.
- Differentiate yourself from the competition.
- Use the SONCAS argument.
- Highlight customer benefits: CAB.
- Formulate a proposal: quote, offer, verbal presentation.

*Role-playing* : Building a sales pitch using the SONCAS method.

#### 5) Responding to objections

- Objections: what is an objection?
- Turning an objection into a positive point.
- Identifying types of objections and anticipating them.
- Handling price objections using different techniques

*Exercise* : Compile a catalogue of objections and responses. Practise responding to objections using different techniques.

#### 6) Concluding the interview and signing

- Recognise the signs that indicate it is time to conclude. Types of objections.
- Obtain a commitment and sign.
- Say goodbye.

*Exercise* : List and write effective phrases for concluding an interview.

## DATES

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### REMOTE CLASS

2026 : 05 mars, 28 mai, 02 juil.,  
15 oct.