

ASIAL eLearning courses – powered by Software!

Sales Courses

At the end of each module, you will be asked to undertake an online assessment to check your understanding of the key concepts presented.

Creating Business Blogs

About This Module

Business blogs provide the opportunity for organisations to connect with existing and potential customers. However, to be effective, they need to be well planned and written.

This module has therefore been created to develop your understanding of what is required to create a successful business blog. By the end of this module, you should be able to:

- Identify the benefits of having a business blog;
- Discuss what is involved in establishing a business blog;
- Identify the features of a well written blog;
- Explain how to promote the blog and evaluate its performance.

You should allow approximately 20 minutes to complete this module.

Handling Objections

About This Module

Receiving objections from prospects is an unavoidable part of working in sales. However, when handled well, you can successfully turn initial objections into sales.

This module has been developed to help you identify the most common sales objections and understand how to respond to them.

You should allow approximately 15 minutes to complete this module.

Introduction to Sales

About This Module

You do not have to be a natural born salesperson to have a successful career in sales; the art of selling can be learned.

This module has therefore been developed to introduce you to the selling process and give you the knowledge and skills required to ensure that you meet your sales targets.

You should allow approximately 20 minutes to complete this module.

Networking Skills

About This Module

Establishing a supportive business network is an important part of increasing sales and building up our customer database and your support network.

This module is designed to help you develop the skills needed to build and maintain your own business network.

You should allow approximately 20 minutes to complete this module.

Sales Prospecting

About This Module

Sales prospecting is essential for increasing sales within our organisation.

This module has therefore been developed to give you the skills and knowledge required to effectively identify and contact sales prospects.

You should allow approximately 20 minutes to complete this module.

Telephone Sales

About This Module

As a sales representative, you may be required to speak to potential customers over the phone in order to sell our products and services.

This module has therefore been developed to give you the skills and knowledge required to effectively sell our products and services over the phone.

You should allow approximately 20 minutes to complete this module.