

## BASIC SALES TRAINING

### Building Strong Sales Foundations for New and Developing Sales Professionals 1-Day Training Program (Face-to-Face or Virtual)

#### TRAINING OVERVIEW

Selling is a core business function across all industries. Regardless of whether an organization sells **products or services**, operates in **B2B or B2C**, or engages customers **face-to-face, online, or over the phone**, effective selling always relies on the same fundamentals.

Many sales professionals struggle not because they lack effort, but because they:

- Do not fully understand the sales process
- Rely on instinct instead of structured selling
- Feel uncomfortable handling objections and rejections
- Focus on selling the product instead of understanding customer needs

This **Basic Sales Training** program is designed to equip sales professionals with **strong selling fundamentals**, practical skills, and the right sales mindset—enabling them to engage customers confidently, communicate value clearly, and close sales ethically and professionally.

The program is **generic and industry-neutral**, making it applicable to **any sales role in the Philippines**, regardless of business type or market.

#### TRAINING GOAL

To develop competent, confident, and customer-focused sales professionals by strengthening their understanding of the sales process, communication skills, and core selling techniques.

#### TRAINING OBJECTIVES

By the end of the training, participants will be able to:

1. Understand the basic principles and stages of the sales process
2. Apply effective sales communication and questioning techniques
3. Identify customer needs and present value clearly
4. Handle common objections with confidence and professionalism
5. Practice ethical closing techniques and relationship-based selling



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## TRAINING OUTLINE (1 DAY | 8:00 AM – 5:00 PM)

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### Module 1: Sales Fundamentals and the Modern Sales Mindset

8:00 AM – 10:00 AM

#### Topics Covered:

- What selling really means in today's business environment
- The role of sales in business growth and customer relationships
- Product selling vs value selling
- Understanding customer behavior and buying decisions
- Developing the right sales mindset and attitude

#### Preview of Supporting Activity:

**Sales Reality Check** – Participants reflect on their current sales challenges and align expectations on what effective selling looks like.

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10:00 AM – 10:15 AM | Morning Break

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### Module 2: Understanding Customer Needs and Building Rapport

10:15 AM – 12:00 NN

#### Topics Covered:

- Understanding different types of customers
- Building trust and rapport with prospects
- Effective listening and questioning techniques
- Identifying customer needs, concerns, and motivations
- Avoiding common communication mistakes in selling

#### Preview of Supporting Activity:

**Customer Conversation Practice** – Participants practice asking questions and listening to uncover customer needs.

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12:00 NN – 1:00 PM | Lunch Break

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## **Module 3: Presenting Value and Handling Objections**

**1:00 PM – 3:00 PM**

### **Topics Covered:**

- Translating features into customer benefits
- Presenting solutions, not just products or services
- Common customer objections and why they happen
- Practical techniques for handling objections confidently
- Managing rejection and maintaining professionalism

### **Preview of Supporting Activity:**

**Objection-Handling Scenarios** – Participants practice responding to common objections in a safe, guided environment.

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**3:00 PM – 3:15 PM | Afternoon Break**

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## **Module 4: Closing Sales and Building Long-Term Customer Relationships**

**3:15 PM – 4:30 PM**

### **Topics Covered:**

- Recognizing buying signals
- Ethical and professional closing techniques
- Following up without being pushy
- Building repeat business and customer loyalty
- The role of service and trust in long-term sales success

### **Preview of Supporting Activity:**

**Sales Flow Simulation** – Participants walk through a complete sales conversation from opening to closing.

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## **Wrap-Up, Integration, and Action Planning**

**4:30 PM – 5:00 PM**

- Key learning highlights
- Personal sales improvement commitments
- Next steps for applying the sales fundamentals at work



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## TRAINING METHODS

- Facilitated discussions
- Practical sales scenarios and role-playing
- Individual and group exercises
- Guided reflection and action planning
- MSS **EnterTRAINment** approach (learning + engagement)