MSS
MAKING STRONG SUCCESS

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BASIC SALES SKILLS TRAINING IN THE PHILIPPINES

SELL WITH CONFIDENCE. WIN WITH VALUE.

Practical Sales Fundamentals for Prospecting, Customer Engagement, Needs Discovery, Product Knowledge, Value-Based Presentations, Objection Handling, Sales Closing, Customer Follow-Up, and Sales Performance

Training Provider: Making Strong Success (MSS) Corporation
Program Category: Sales, Account Management, and Business Development
Program Duration: One Day (8:00 AM–5:00 PM)
Delivery Options: Face-to-Face In-House Training, Onsite Training, Offsite Training, Live Online Training, Hybrid Training, and Public Seminars
Training Methodology: MSS EnterTRAINment® — Approximately 30% Facilitator Input and 70% Participant Involvement, Engagement, Practical Exercises, and Workplace Application

1. TRAINING OVERVIEW

Sales is not simply about convincing somebody to buy something.

It is about understanding what customers need, establishing trust, explaining how products or services can help them, addressing their concerns, and guiding them toward a buying decision that makes sense.

Unfortunately, many new and developing salespeople enter the profession with little structured preparation.

They are given:

- A product or service to sell.
- A sales quota to achieve.
- A customer list or assigned territory.
- A price list, brochure, presentation, or catalog.
- Instructions to generate sales.

Then they are expected to perform.

Some are confident talking to people but struggle to convert conversations into sales. Others know their products but cannot explain why customers should buy them. Some immediately offer discounts whenever customers object to the price. Others spend too much time presenting without discovering what customers actually need.

And many finish sales conversations without asking for the sale or agreeing on a clear next step.

The problem is not always a lack of effort.

The problem is often a lack of practical, structured selling skills.

From Selling Products to Helping Customers Buy

SELL WITH CONFIDENCE. WIN WITH VALUE. is MSS Corporation's practical and customizable Basic Sales Skills Training in the Philippines, designed to equip new, inexperienced, and developing sales professionals with the fundamental competencies required to sell products and services professionally, confidently, consistently, and ethically.

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The program develops participants' ability to prepare for sales opportunities, identify prospective customers, establish rapport, ask effective questions, understand customer needs, explain relevant value, handle common objections, recognize buying signals, close appropriately, and maintain professional customer relationships.

Rather than teaching participants to memorize aggressive sales scripts, the program emphasizes a structured but adaptable selling process.

It helps participants understand that:
Good selling is not about talking more. It is about understanding better, explaining value clearly, and helping customers make informed buying decisions.

The training introduces the proprietary MSS P.R.O.S.P.E.C.T.™ Sales Fundamentals Framework:

- P — Prepare Yourself, Your Product, and Your Sales Objectives
- R — Reach the Right Customers and Opportunities
- O — Open Conversations and Establish Trust
- S — Study Customer Needs, Motivations, and Buying Conditions
- P — Present Relevant Features, Benefits, and Customer Value
- E — Explore Objections, Concerns, and Buying Hesitations
- C — Confirm Value, Customer Decisions, and Commitments
- T — Track Follow-Up, Transactions, Relationships, and Results

The fundamental sales process becomes:
PREPARE → REACH → OPEN → STUDY → PRESENT → EXPLORE → CONFIRM → TRACK

This program is also suitable for organizations and individuals seeking:

- Basic Sales Training in the Philippines
- Training on Basic Sales in the Philippines
- Basic Selling Training in the Philippines
- Training on Basic Selling in the Philippines
- Basic Selling Skills Training in the Philippines
- Training on Basic Selling Skills in the Philippines
- Training on Basic Sales Skills in the Philippines
- Sales Fundamentals Training in the Philippines
- Training on Sales Fundamentals in the Philippines
- Professional Selling Skills Training in the Philippines
- Salesmanship Training in the Philippines
- Sales Training for Beginners in the Philippines
- Basic Sales Workshop in the Philippines
- Basic Sales Seminar in the Philippines

The program is available for both customized in-house corporate training and public seminars.

For in-house engagements, examples and activities may be customized around the client's actual products, services, customers, competitors, sales processes, common objections, and performance expectations.

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For public seminars, participants may apply the lessons to their own selling situations while using general business-to-business and business-to-consumer sales cases.

Following MSS Corporation's EnterTRAINment® methodology, approximately 30% of the program consists of concise facilitator input, demonstrations, facilitated discussions, and synthesis, while approximately 70% involves sales preparation exercises, prospect qualification, sales opening practice, customer discovery interviews, product-value presentations, objection-handling simulations, closing exercises, customer follow-up planning, and workplace application.

2. TRAINING GOAL

To equip participants with the fundamental sales knowledge, customer-engagement skills, structured selling techniques, professional behaviors, and sales execution discipline necessary to prospect effectively, understand customer requirements, communicate product or service value, address objections, secure appropriate customer commitments, and build sustainable sales performance.

3. TRAINING OBJECTIVES

By the end of the program, participants should be able to:

1. Explain the role of professional selling in customer acquisition, revenue generation, customer satisfaction, and business growth.
2. Differentiate selling from merely presenting products, persuading customers, taking orders, or providing customer service.
3. Demonstrate a positive, customer-oriented, accountable, and ethical sales mindset.
4. Apply the MSS P.R.O.S.P.E.C.T.™ Sales Fundamentals Framework.
5. Identify the characteristics, needs, problems, priorities, and possible buying motivations of target customers.
6. Prepare relevant product and service knowledge, sales objectives, and customer information before a sales conversation.
7. Identify and approach potential customers through appropriate sales channels.
8. Differentiate leads, prospects, qualified opportunities, and existing customers.
9. Initiate professional sales conversations and create favorable first impressions.
10. Establish rapport and credibility without relying on exaggerated claims or manipulative tactics.
11. Ask open-ended, probing, clarifying, and confirming questions.
12. Listen actively and identify explicit and underlying customer needs.
13. Qualify opportunities according to customer need, potential fit, decision process, budget considerations, and buying timeframe, where appropriate.
14. Distinguish product features, advantages, benefits, and customer value.
15. Translate product or service knowledge into relevant customer benefits.
16. Deliver concise, customer-focused sales presentations and product demonstrations.
17. Recognize common buying concerns and objections.
18. Differentiate genuine objections, requests for clarification, buying conditions, and simple hesitation.
19. Respond to objections calmly, accurately, confidently, and professionally.
20. Handle common price, competition, timing, budget, trust, and decision-authority objections.
21. Recognize appropriate verbal and behavioral buying signals.
22. Use professional, ethical sales-closing techniques.
23. Confirm customer decisions, commitments, and next steps.
24. Avoid unauthorized promises, misleading claims, and excessive discounting.
25. Establish appropriate customer follow-up and after-sales practices.

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26. Maintain accurate sales records and basic customer relationship management discipline.
27. Recognize common sales performance indicators such as activity, qualification, conversion, average transaction value, and follow-up completion.
28. Conduct a complete simulated sales conversation from opening to closing.
29. Identify personal selling strengths and performance gaps.
30. Develop an individual Sales Skills Improvement and Workplace Application Plan.

4. LEARNING DOMAINS ADDRESSED

Learning Domain	Development Focus
Cognitive — Sales Knowledge	Sales terminology, customer buying behavior, sales process, product and service knowledge, customer needs, sales opportunities, value propositions, objections, closing, and performance measures
Affective — Sales Mindset and Attitudes	Confidence, professionalism, integrity, empathy, initiative, customer orientation, resilience, accountability, and willingness to learn from feedback
Behavioral — Practical Selling Skills	Prospecting, opening conversations, questioning, listening, needs discovery, presenting value, addressing objections, closing, customer follow-up, and sales performance improvement

5. FROM POINT A TO POINT B: DESIRED TRAINING TRANSFORMATION

Point A: Before the Training
Participants may:

- Lack a structured approach to selling.
- Feel uncomfortable initiating conversations with prospective customers.
- Rely on memorized product descriptions instead of understanding customer needs.
- Talk excessively while customers remain passive.
- Ask questions that can be answered only with yes or no.
- Present products before determining whether they fit customer requirements.
- Struggle to explain why customers should choose their offering.
- Compete mainly through lower prices or discounts.
- Become defensive when customers raise objections.
- Interpret hesitation as outright rejection.
- Feel embarrassed or uncomfortable asking for the sale.
- Fail to secure clear next steps.
- Follow up inconsistently or repeatedly send generic messages.
- Depend on motivation rather than consistent sales habits.
- Struggle to understand why their sales efforts do not produce results.

Point B: After the Training
Participants should be better able to:

- Follow a clear and repeatable selling process.
- Prepare for customer interactions.
- Approach prospective customers confidently.
- Build rapport and establish credibility.

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- Ask purposeful discovery questions.
- Listen for customer needs, buying motivations, and concerns.
- Qualify opportunities more effectively.
- Explain products and services in terms of customer benefits and value.
- Respond constructively to objections.
- Protect value instead of automatically discounting.
- Recognize appropriate opportunities to close.
- Ask for customer commitments professionally.
- Establish specific follow-up actions.
- Manage sales activities more consistently.
- Evaluate and improve their own selling performance.

6. ORGANIZATIONAL CHALLENGES ADDRESSED

This Basic Sales Skills Training may help organizations address:

- Low sales conversion rates.
- Inconsistent sales skills among new employees.
- Salespeople who know products but struggle to sell them.
- Low confidence in customer engagement.
- Weak prospecting and customer approach.
- Insufficient customer needs analysis.
- Sales presentations that sound generic or overly scripted.
- Poor objection handling.
- Excessive price discounting.
- Missed closing opportunities.
- Unproductive customer conversations.
- Weak follow-up discipline.
- Sales activity without sufficient results.
- Poor customer qualification.
- Inconsistent selling practices across branches, territories, and teams.
- Difficulty onboarding newly hired sales personnel.
- Sales Managers spending too much time correcting fundamental selling mistakes.

7. EXPECTED BUSINESS AND PEOPLE IMPACT

Expected Business Impact	Expected People Impact
More consistent execution of the sales process	Greater salesperson confidence and preparedness
Better-qualified sales opportunities	Improved questioning, listening, and customer understanding
Clearer product and service value communication	Stronger sales presentation capability
Potential improvement in opportunity conversion	Better objection-handling and closing behaviors
Reduced unnecessary discounting	Stronger value-oriented selling mindset
More consistent sales follow-up	Greater accountability and sales discipline

Better visibility of sales activities	Increased awareness of personal performance
Improved customer experience	More professional and ethical selling behavior

These are intended outcomes rather than guaranteed revenue or conversion improvements. Actual business impact also depends on sales management, product-market fit, pricing, customer demand, follow-through, and other organizational factors.

8. THE MSS P.R.O.S.P.E.C.T.™ SALES FUNDAMENTALS FRAMEWORK

The proprietary MSS P.R.O.S.P.E.C.T.™ Sales Fundamentals Framework provides participants with a structured, practical, and repeatable process for selling professionally, confidently, and ethically.

Framework Overview

Letter	Sales Competency	Practical Application
P	Prepare Yourself, Your Product, and Your Sales Objectives	Understand the offering, target customers, value proposition, sales objectives, and relevant customer information.
R	Reach the Right Customers and Opportunities	Identify prospects, select appropriate outreach channels, and qualify opportunities.
O	Open Conversations and Establish Trust	Create a professional first impression, build rapport, communicate confidently, and earn customer attention.
S	Study Customer Needs, Motivations, and Buying Conditions	Ask purposeful questions, listen actively, identify requirements, and understand buying considerations.
P	Present Relevant Features, Benefits, and Customer Value	Match the offering to customer needs and explain a credible value proposition.
E	Explore Objections, Concerns, and Buying Hesitations	Clarify objections, respond accurately, and protect value without unnecessary discounting.
C	Confirm Value, Customer Decisions, and Commitments	Recognize buying signals, confirm solution fit, ask for the sale when appropriate, and secure agreed next steps.
T	Track Follow-Up, Transactions, Relationships, and Results	Maintain commitments, organize follow-up, document sales activities, and monitor performance.

The MSS P.R.O.S.P.E.C.T.™ Sales Process:
PREPARE → REACH → OPEN → STUDY → PRESENT → EXPLORE → CONFIRM → TRACK

P — Prepare Yourself, Your Product, and Your Sales Objectives

Effective selling begins before the salesperson approaches a potential customer.

Preparation involves understanding:

- The products or services being offered.
- Important features, benefits, specifications, and limitations.
- The problems the offering helps solve.
- Target customers and their likely buying motivations.
- Pricing, payment terms, warranties, delivery conditions, and authorized commitments.
- Competitors and legitimate differentiators.

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- Sales targets, expectations, and planned activities.

Participants learn that good preparation improves confidence and reduces the tendency to rely on unsupported product claims or generic presentations.

Core Principle: Know what you sell, who it helps, and why customers may find it valuable.

R — Reach the Right Customers and Opportunities
Not every potential buyer represents an appropriate sales opportunity.

Participants learn how to identify, approach, and preliminarily qualify customers through relevant channels.

Essential topics include:

- Leads versus qualified prospects.
- Target customer identification.
- Basic prospect research.
- Appropriate sales outreach.
- Referrals and networking.
- Walk-in inquiries and digital leads.
- Basic appointment setting.
- Avoiding indiscriminate prospecting.

Core Principle: Better targeting increases the relevance and productivity of sales conversations.

O — Open Conversations and Establish Trust
The salesperson's first interaction should give the customer a reason to engage.

Participants practice:

- Professional greetings and introductions.
- Establishing rapport.
- Creating relevant opening statements.
- Asking permission to explore customer needs where appropriate.
- Adjusting communication to face-to-face, telephone, virtual, or digital selling.
- Demonstrating confidence without pressure.
- Avoiding overly rehearsed or aggressive approaches.

Core Principle: Earn the customer's attention before asking for a purchase.

S — Study Customer Needs, Motivations, and Buying Conditions
The heart of effective selling is understanding the customer before presenting a solution.

Participants learn:

- Open-ended questions.
- Probing questions.
- Clarifying questions.
- Confirming questions.
- Active listening.

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- Identifying priorities and pain points.
- Understanding buying motivations.
- Recognizing practical constraints.
- Clarifying decision requirements.
- Summarizing and confirming customer needs.

Core Principle: Discover what matters before presenting what you sell.

P — Present Relevant Features, Benefits, and Customer Value
Sales presentations should connect the offering to the customer's requirements.

Participants learn the differences among:

- Feature: What the product or service has.
- Advantage: What the feature enables.
- Benefit: How it helps the customer.
- Value: Why that benefit matters in the customer's situation.

For example, instead of merely saying that a software solution generates automated reports, the salesperson explains how this may reduce repetitive reporting work and improve access to timely information, provided those capabilities are supported by the product.

Core Principle: Customers need reasons to value an offering, not merely a list of specifications.

E — Explore Objections, Concerns, and Buying Hesitations
Customer objections should be treated as information that needs to be understood.

Participants learn to:

- Listen without interrupting.
- Remain calm and professional.
- Clarify the actual concern.
- Acknowledge the customer's perspective.
- Respond with accurate, relevant information.
- Differentiate objections from requests for clarification.
- Verify whether the concern has been addressed.
- Avoid misleading claims, excessive pressure, and unauthorized concessions.

Core Principle: Understand the objection before responding to it.

C — Confirm Value, Customer Decisions, and Commitments
A salesperson should recognize when it is appropriate to move toward a decision.

Participants practice:

- Identifying genuine buying signals.
- Summarizing the customer's agreed requirements.
- Confirming solution fit.
- Asking for the sale.
- Offering a relevant next step.

- Clarifying terms, requirements, and commitments.
- Respecting situations where the customer is not ready to decide.

Core Principle: Make the next step clear without pressuring the customer.

T — Track Follow-Up, Transactions, Relationships, and Results
The sales process does not necessarily end with the initial customer decision.

Participants learn:

- Follow-up scheduling.
- Recording customer information appropriately.
- Maintaining sales commitments.
- Coordinating delivery or service requirements.
- Checking customer satisfaction.
- Recognizing legitimate repeat-business opportunities.
- Tracking sales activities and outcomes.
- Identifying areas for continuous improvement.

Core Principle: Professional selling includes what happens after the sales conversation.

9. DETAILED ONE-DAY BASIC SALES SKILLS TRAINING OUTLINE

Program Title: SELL WITH CONFIDENCE. WIN WITH VALUE.
Duration: One Day (8:00 AM–5:00 PM)
Methodology: MSS EnterTRAINment® — Approximately 30% Facilitator Input and 70% Participant Application

Time	Module / Topics / Subtopics	Previewed Activities and Expected Outputs
8:00 AM–10:00 AM	**MODULE 1: BUILD THE SALES FOUNDATION — SALES MINDSET, PRODUCT KNOWLEDGE, SALES PREPARATION, AND PROSPECTING** 1. The Professional Salesperson's Role • Sales versus Marketing, Order-Taking, and Customer Service • Professional Sales Ethics and Customer Orientation • Sales Attitudes, Confidence, Initiative, and Accountability 2. The Fundamental Sales Process • Understanding the Customer Buying Journey • Stages of the Basic Sales Process • Introduction to the MSS P.R.O.S.P.E.C.T.™ Sales Fundamentals Framework 3. P — Prepare Yourself, Your Product, and Your Sales Objectives	**Activity 1: The Salesperson's Reality Check** Participants analyze common mistakes made by new and developing salespeople, assess their current selling habits, and identify personal sales development priorities. Activity 2: Know What You Sell Challenge Working in groups, participants analyze sample products or services, differentiate features from benefits, and develop customer-relevant value statements. Activity 3: Prospect and Prepare Lab Participants identify a target customer, evaluate whether the prospect represents a legitimate sales opportunity, and prepare an appropriate customer approach.

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	• Product and Service Knowledge • Features, Advantages, Benefits, and Differentiators • Target Customers and Ideal Customer Profiles • Sales Objectives and Preparation Requirements 4. R — Reach the Right Customers and Opportunities • Understanding Leads, Prospects, and Qualified Opportunities • Identifying and Researching Prospective Customers • Selecting Appropriate Sales Channels • Basic Prospect Qualification 5. Developing Sales Preparation Discipline • Gathering Relevant Customer Information • Setting a Sales Conversation Objective • Preparing the Customer Approach • Anticipating Common Customer Concerns	**Expected Outputs:** • Sales Readiness Self-Assessment • Product-to-Customer Value Map • Prospect Preparation Worksheet
10:00 AM–10:15 AM	MORNING BREAK	
10:15 AM–12:00 NN	**MODULE 2: WIN THE CONVERSATION — CUSTOMER APPROACH, RAPPORT, QUESTIONING, LISTENING, AND NEEDS DISCOVERY** 1. O — Open Conversations and Establish Trust • Making a Professional First Impression • Establishing Rapport and Credibility • Creating Effective Sales Opening Statements • Approaching Customers Face-to-Face, by Telephone, and Through Digital Channels 2. Establishing Sales Credibility and Customer Confidence • Communicating Professionally and Confidently • Building Customer Trust • Demonstrating Interest Without Excessive Pressure • Avoiding Common Sales Communication Mistakes 3. S — Study Customer Needs, Motivations, and Buying Conditions • Understanding Customer Needs, Problems, and Priorities • Asking Open-Ended, Probing, Clarifying, and Confirming Questions • Practicing Active Listening	**Activity 4: First-Impression and Sales Opening Challenge** Participants develop and practice professional opening statements for different customer situations, including walk-in customers, telephone inquiries, and business prospects. Participants receive feedback on clarity, confidence, relevance, rapport, and professionalism. Activity 5: Customer Discovery Interview Simulation Participants work in salesperson–customer–observer groups. Each salesperson conducts a simulated customer conversation involving hidden needs, buying conditions, and possible objections. Observers assess questioning, listening, clarification, and needs identification. **Expected Outputs:** • Professional Sales Opening Script • Customer Discovery Question Bank • Customer Needs and Qualification Sheet

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	• Identifying Explicit and Underlying Customer Needs 4. Understanding Basic Customer Qualification • Customer Need and Product or Service Fit • Buying Timeframe • Customer Decision Process • Budget and Other Buying Considerations 5. Conducting Effective Sales Discovery Conversations • Asking Before Presenting • Listening for Customer Pain Points • Summarizing and Confirming Customer Requirements • Transitioning From Discovery to Presentation	
12:00 NN–1:00 PM	LUNCH BREAK	
1:00 PM–3:00 PM	**MODULE 3: PRESENT VALUE AND HANDLE OBJECTIONS — PERSUASIVE SELLING, PRODUCT PRESENTATION, CUSTOMER BENEFITS, AND BUYING CONCERNS** 1. P — Present Relevant Features, Benefits, and Customer Value • Understanding Features, Advantages, Benefits, and Value • Connecting Product or Service Capabilities to Customer Needs • Developing Customer-Focused Sales Presentations • Conducting Relevant Product or Service Demonstrations 2. Presenting With Clarity and Confidence • Structuring a Basic Sales Presentation • Communicating Value and Differentiators • Using Accurate Evidence and Product Information • Avoiding Information Overload and Unsupported Claims 3. E — Explore Objections, Concerns, and Buying Hesitations • Understanding Why Customers Object • Differentiating Objections, Questions, Conditions, and Hesitations • Listening and Acknowledging Customer Concerns • Clarifying Before Responding 4. Handling Common Sales Objections • Price Objections	**Activity 6: Features-to-Value Sales Pitch Challenge** Teams receive product or service descriptions and customer profiles. Participants transform technical product features into customer-relevant benefits and deliver short, persuasive sales presentations tailored to the identified customer needs. Activity 7: Objection Handling Battle Lab Participants respond to realistic customer objections involving price, competitors, budget, timing, trust, and decision authority. Through structured role-plays, they practice listening, acknowledging, clarifying, responding, and confirming whether customer concerns have been appropriately addressed. **Expected Outputs:** • Customer Value Presentation Guide • Product Benefit Statements • Common Sales Objection Response Playbook

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	• Competitor Comparisons • Budget Concerns • Timing Objections • Trust and Credibility Concerns • Customer Decision-Making Authority • Requests for Additional Information 5. Responding Professionally Without Unnecessary Discounting • Understanding the Real Concern Behind Price Objections • Communicating Relevant Customer Value • Responding With Confidence and Accuracy • Protecting Value and Avoiding Unauthorized Commitments	
3:00 PM–3:15 PM	AFTERNOON BREAK	
3:15 PM–5:00 PM	**MODULE 4: CLOSE, FOLLOW THROUGH, AND IMPROVE — SALES COMMITMENT, CUSTOMER FOLLOW-UP, AND SALES EXECUTION** 1. C — Confirm Value, Customer Decisions, and Commitments • Recognizing Genuine Customer Buying Signals • Confirming Customer Needs and Solution Fit • Recognizing Appropriate Sales Closing Opportunities • Asking for the Sale or the Next Customer Commitment 2. Applying Practical Sales Closing Techniques • Direct Commitment • Summary-Based Closing • Choice-Based Next Steps • Clarifying Purchase Requirements • Avoiding Excessive Pressure and Misleading Claims 3. T — Track Follow-Up, Transactions, Relationships, and Results • Establishing Appropriate Customer Follow-Up • Managing Follow-Up Timing and Commitments • Maintaining Accurate Customer and Sales Records • Supporting Customer Satisfaction and After-Sales Relationships 4. Understanding Basic Sales Performance • Sales Activity Measures	**Activity 8: The Complete P.R.O.S.P.E.C.T.™ Sales Simulation** Participants conduct an end-to-end simulated sales conversation incorporating all eight stages of the MSS P.R.O.S.P.E.C.T.™ Sales Fundamentals Framework. Each participant practices preparing, approaching, opening, discovering needs, presenting value, responding to objections, securing an appropriate customer commitment, and establishing follow-up. Observers and the facilitator evaluate performance using a structured sales conversation assessment checklist. Activity 9: My Next 30 Sales Days Participants assess their individual sales simulation performance and identify specific selling behaviors that require improvement. They establish practical actions, personal commitments, and observable indicators for strengthening their sales performance over the next 30 days. **Expected Outputs:** • Sales Conversation Performance Scorecard • Customer Follow-Up Plan • 30-Day Sales Skills Improvement Plan

	• Qualified Sales Opportunities • Sales Conversion • Follow-Up Completion • Sales Targets and Accountability 5. Building Personal Sales Improvement Discipline • Identifying Individual Selling Strengths • Recognizing Sales Skills Gaps • Establishing Productive Sales Routines • Developing a 30-Day Workplace Application Plan	
5:00 PM	PROGRAM CLOSING	• Learning Synthesis • Personal Sales Commitments • Training Evaluation • Recommended Next Steps

10. CORE PARTICIPANT OUTPUTS

The program is designed to produce tools that participants can use in actual selling situations rather than merely receiving training notes or a certificate of attendance.

Module	Expected Participant Outputs	Intended Workplace Application
Module 1: Build the Sales Foundation	Sales Readiness Self-Assessment; Product-to-Customer Value Map; Prospect Preparation Worksheet	Prepare more effectively before approaching customers
Module 2: Win the Conversation	Professional Sales Opening Script; Customer Discovery Question Bank; Customer Needs and Qualification Sheet	Conduct focused and relevant customer conversations
Module 3: Present Value and Handle Objections	Customer Value Presentation Guide; Product Benefit Statements; Common Sales Objection Response Playbook	Explain value and respond professionally to buying concerns
Module 4: Close, Follow Through, and Improve	Sales Conversation Performance Scorecard; Customer Follow-Up Plan; 30-Day Sales Skills Improvement Plan	Secure clearer commitments, follow up consistently, and improve selling behaviors

11. SAMPLE SALES SCENARIOS AND ROLE-PLAY SITUATIONS

The program includes realistic selling situations that may be adapted for Philippine business-to-business and business-to-consumer environments.

Scenario 1: The Price-Conscious Customer

Customer Statement:
"Ang mahal naman. Mas mura sa kabila."

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Challenge:
The salesperson must determine whether the customer is concerned about affordability, perceived value, competitor pricing, product differences, or uncertainty about the purchase.

Expected Participant Response:

- Listen without becoming defensive.
- Acknowledge the customer's concern.
- Clarify the basis of the price comparison.
- Identify what matters most to the customer.
- Explain legitimate product or service value.
- Avoid immediately offering unauthorized discounts.

Key Learning: Price objections should be understood before they are answered.

Scenario 2: The Customer Who Is Just Looking
Customer Statement:
"Titingin lang muna ako."

Challenge:
The salesperson must establish a welcoming and professional interaction without placing inappropriate pressure on the customer.

Expected Participant Response:

- Respect the customer's preference.
- Offer appropriate assistance.
- Ask a relevant question when suitable.
- Provide useful information without overwhelming the customer.
- Recognize whether further engagement is welcome.

Key Learning: Effective rapport creates opportunities for discovery while respecting the customer's buying decision.

Scenario 3: The Business Customer Who Already Has a Supplier
Customer Statement:
"We already have an existing provider."

Challenge:
The salesperson must determine whether there is a legitimate business opportunity without criticizing the existing supplier.

Expected Participant Response:

- Acknowledge the current supplier relationship.
- Ask relevant questions about existing requirements.
- Explore possible unmet needs or future requirements.
- Explain relevant differentiators only when appropriate.
- Identify a reasonable next step.

Key Learning: The objective is to establish relevance, not attack competitors.

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Scenario 4: The Customer Who Immediately Requests a Quotation
Customer Statement:
"Send me your quotation."

Challenge:
The salesperson must obtain sufficient information to prepare an accurate and relevant commercial recommendation.

Expected Participant Response:
- Clarify customer requirements.
- Determine quantities, specifications, intended use, or scope.
- Ask about important buying criteria.
- Confirm necessary commercial or delivery information.
- Agree on the quotation timeline and follow-up.

Key Learning: A quotation without sufficient discovery may create poor solution fit or an unproductive price comparison.

Scenario 5: The Customer Who Cannot Decide
Customer Statement:
"Kailangan ko munang kausapin ang boss ko."

Challenge:
The salesperson must understand the decision process and support it professionally.

Expected Participant Response:
- Acknowledge the need for approval.
- Determine what information the decision-maker requires.
- Provide an appropriate summary or proposal.
- Clarify the expected decision timeframe.
- Agree on a realistic next step.

Key Learning: Closing may involve securing the next commitment rather than an immediate purchase.

Scenario 6: The Customer Who Stops Responding
Situation:
A promising prospect has not responded after receiving a proposal.

Challenge:
The salesperson must determine an appropriate follow-up approach.

Expected Participant Response:
- Review the previous conversation and commitments.
- Prepare a relevant, concise follow-up message.
- Offer useful information or clarification.
- Avoid excessive or repetitive contact.
- Determine the appropriate next follow-up action.

Key Learning: Effective follow-up should create value rather than become repeated pressure.

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12. PRACTICAL SALES TOOLS INTRODUCED

12.1. Sales Preparation Checklist

Participants learn to answer:

- Who am I approaching?
- What do I know about this customer?
- What potential needs might our offering address?
- What is my objective for the conversation?
- Which product or service facts should I verify?
- What questions should I ask?
- What customer concerns might arise?
- What would be an appropriate next step?

Expected Application: Participants develop a consistent preparation routine before important sales conversations.

12.2. Customer Needs Discovery Question Bank

Sample questions include:

- What are you currently using?
- What are you trying to accomplish?
- What difficulties are you experiencing?
- Which product or service features matter most to you?
- What have you already tried?
- What would an ideal solution help you achieve?
- What factors are most important when comparing your options?
- What would you need to know before making a decision?
- Is there a particular timeframe you are working toward?
- Who else may need to participate in the decision?

Participants learn to select appropriate questions based on the customer and situation rather than mechanically reading a questionnaire.

12.3. Features-to-Value Conversion Guide

Product or Service Element	Feature or Capability	Possible Customer-Relevant Value
Automated Reporting	Reports can be generated with fewer manual steps	May reduce repetitive reporting activities
Extended Service Coverage	Support is available during additional agreed periods	May improve access to help during important operating hours
Modular Product Options	Different configurations are available	May provide a better fit with customer requirements
Delivery Tracking	Customers can access applicable delivery-status information	May reduce uncertainty during order fulfillment
Product Demonstration	Customers can observe how the offering works	May help them evaluate usability and suitability

All sales claims must accurately reflect the actual offering.

12.4. Basic Objection Handling Guide
Participants use the following practical sequence:
LISTEN → ACKNOWLEDGE → CLARIFY → RESPOND → CONFIRM

Example:
Customer: "Your price is too expensive."

Salesperson: "I understand that price is an important consideration. May I ask what you're comparing it with so I can explain the differences accurately?"

After clarifying, the salesperson responds using relevant product facts, customer benefits, commercial terms, or limitations.

The objective is not to win an argument but to help the customer evaluate the offering appropriately.

12.5. Sales Closing and Commitment Guide
Participants practice appropriate questions such as:

- Does this option meet the requirements we discussed?
- Would you like to proceed with this option?
- Is there anything important we still need to clarify?
- Would a product demonstration help you make a decision?
- Shall we review the next steps for proceeding?
- What would be the appropriate next step in your decision process?
- When would be a suitable time to reconnect regarding your decision?

Important Distinction: Closing does not always mean collecting payment immediately.

For longer sales cycles, a legitimate commitment may involve a meeting, technical evaluation, product demonstration, proposal review, or authorized purchasing decision.

12.6. Basic Sales Performance Scorecard

Sales Performance Area	Sample Measure	Purpose
Prospecting Activity	Number of relevant prospective customers contacted	Monitor sales outreach discipline
Customer Engagement	Number of meaningful sales conversations	Assess customer engagement activity
Qualified Opportunities	Number of prospects meeting agreed qualification criteria	Monitor opportunity quality
Sales Conversion	Closed sales divided by a consistently defined opportunity base	Assess conversion effectiveness
Average Transaction Value	Total sales value divided by completed transactions	Understand average transaction size
Follow-Up Discipline	Percentage of agreed follow-ups completed on schedule	Monitor sales reliability

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Sales Target Achievement	Actual sales compared with assigned target	Monitor commercial results

Actual indicators should be customized to the company's sales model, reporting systems, and business priorities.

13. TRAINING METHODS AND MSS ENTERTRAINMENT® APPROACH

MSS Corporation's Basic Sales Skills Training follows the EnterTRAINment® methodology, which emphasizes active learning, practical skills development, realistic selling situations, and application.

Approximately 30% of the program consists of:

- Concise facilitator discussions.
- Practical explanations of sales concepts.
- Sales demonstrations.
- Guided examples.
- Facilitated learning synthesis.
- Structured feedback.

Approximately 70% consists of:

- Sales Readiness Assessments.
- Interactive Sales Challenges.
- Product Knowledge Exercises.
- Features-to-Value Conversion Activities.
- Prospect Qualification.
- Customer Approach Planning.
- Sales Opening Practice.
- Customer Discovery Interviews.
- Active Listening and Questioning Drills.
- Sales Presentation Exercises.
- Objection Handling Simulations.
- Sales Closing Practice.
- Customer Follow-Up Planning.
- Complete Sales Conversation Role-Plays.
- Peer Observation and Facilitator Feedback.
- Individual Sales Improvement Planning.

The program avoids excessive reliance on lectures and generic motivational activities that do not directly develop selling behavior.

14. TARGET PARTICIPANTS

This Basic Sales Skills Training in the Philippines is recommended for:

- Newly Hired Sales Representatives.
- Newly Hired Sales Associates.
- Junior Sales Executives.
- Junior Account Executives.
- Retail Sales Personnel.

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- Store Sales Associates.
- Sales Officers.
- Sales Coordinators transitioning into selling roles.
- Business Development Associates.
- Business Development Officers.
- Field Sales Representatives.
- Inside Sales Personnel.
- Telesales Personnel.
- Sales Support Employees taking on direct selling responsibilities.
- Customer Service Employees with legitimate selling or cross-selling responsibilities.
- Relationship Officers.
- Junior Account Managers.
- Management Trainees assigned to Sales.
- Entrepreneurs and Business Owners.
- Technical Professionals transitioning into commercial roles.
- Employees seeking foundational or refresher sales training.

The program is primarily intended for beginner-to-developing sales professionals.

Experienced sellers handling complex enterprise deals, major accounts, high-value negotiations, or multi-stakeholder sales opportunities may benefit more from advanced programs.

15. INDUSTRIES THAT MAY BENEFIT

The program may be customized for:

- Retail.
- Consumer Goods.
- Food and Beverage.
- Manufacturing.
- Distribution.
- Wholesale Trading.
- Construction Supplies and Building Materials.
- Real Estate.
- Automotive.
- Telecommunications.
- Technology and Software.
- Logistics.
- Hospitality.
- Tourism.
- Professional Services.
- Financial Services.
- Insurance.
- Healthcare-Related Sales.
- Business Process Outsourcing.
- E-Commerce.
- Other organizations employing customer-facing sales personnel.

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For regulated industries, the program should be aligned with applicable customer-protection, advertising, privacy, and industry requirements.

16. RECOMMENDED NUMBER OF PARTICIPANTS

In-House Corporate Training
Recommended Group Size: Approximately 12–20 Participants

This allows meaningful participation in:

- Sales role-plays.
- Customer interviews.
- Product presentation practice.
- Objection handling.
- Closing simulations.
- Individual coaching.

Larger groups may be accommodated through structured breakout teams, additional coaching support, or multiple training batches.

Public Sales Seminars
Recommended Group Size: Approximately 15–25 Participants

This supports:

- Practical role-plays.
- Cross-industry learning.
- Sales exercises.
- Networking.
- Peer feedback.
- Facilitator interaction.

Actual public seminar capacity should be finalized according to the venue, delivery format, facilitator support, and 2027 seminar arrangements.

17. DELIVERY OPTIONS

The program may be delivered through:

- Face-to-Face In-House Corporate Training.
- Onsite Corporate Training.
- Offsite Sales Training Workshops.
- Live Online Instructor-Led Training.
- Hybrid Learning.
- Company-Exclusive Sales Bootcamps.
- Public Sales Seminars.
- Multi-Session Sales Development Programs.
- Sales Onboarding Programs.

- Customized Training and Development Engagements.

Face-to-face delivery is particularly useful for practicing sales conversations, demonstrations, body language, and direct customer interaction.

Live online delivery may incorporate breakout-room role-plays, digital product presentations, simulated sales calls, online worksheets, and structured facilitator feedback.

18. AVAILABLE PROGRAM FORMATS

18.1. Half-Day Basic Sales Skills Essentials
Duration: Approximately Four Hours
Number of Modules: Exactly Two

Module	Topics and Subtopics	Major Activity and Expected Output
MODULE 1: PREPARE, APPROACH, AND DISCOVER	1. Professional Sales Mindset 2. Basic Product and Service Knowledge 3. Target Customer Identification 4. Prospecting Fundamentals 5. Professional Sales Openings 6. Customer Rapport 7. Questioning and Active Listening 8. Basic Customer Needs Discovery	**Activity: Sales Opening and Customer Discovery** Challenge — Participants practice introducing an offering and asking questions to determine customer needs. Expected **Output:** Sales Preparation and Customer Discovery Guide.
MODULE 2: PRESENT, HANDLE OBJECTIONS, CLOSE, AND FOLLOW THROUGH	1. Features and Benefits 2. Value-Based Sales Presentation 3. Common Customer Objections 4. Professional Objection Handling 5. Basic Sales Closing Techniques 6. Customer Commitments 7. Sales Follow-Up 8. Personal Improvement Planning	**Activity: The Basic Sales Conversation** Simulation — Participants practice presenting value, responding to a common customer objection, and securing a suitable commitment. **Expected Output: Basic Sales Conversation Checklist and Personal Action Plan.**

The half-day format is recommended for introductory seminars, short sales refreshers, or organizations with limited employee release time.

18.2. One-Day Basic Sales Skills Training
Duration: 8:00 AM–5:00 PM
Number of Modules: Exactly Four

Recommended for the complete MSS P.R.O.S.P.E.C.T.™ Sales Fundamentals Framework:

1. Build the Sales Foundation.
2. Win the Conversation.
3. Present Value and Handle Objections.
4. Close, Follow Through, and Improve.

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This format provides the complete foundational selling process, nine major learning activities, and practical participant outputs.

18.3. Two-Day Intensive Basic Sales Skills Workshop

Recommended when the organization requires deeper practice involving:

- Prospecting and lead qualification.
- Sales conversations.
- Customer questioning and listening.
- Product demonstrations.
- Customer value presentations.
- Objection handling.
- Sales negotiation fundamentals.
- Closing.
- Follow-up.
- Repeated simulations with individualized coaching.

The two-day format may incorporate actual customer cases, more detailed assessments, and direct supervisor participation in sales practice.

18.4. Multi-Session Sales Skills Development Progra

The program may be divided into shorter sessions over several weeks.

Between sessions, participants may apply selected skills through:

- Customer conversations.
- Sales activity assignments.
- Manager observations.
- Follow-up exercises.
- Practical workplace application.

This format is especially suitable for organizations seeking sustained behavior change rather than a single training event.

19. CUSTOMIZATION FOR IN-HOUSE CORPORATE TRAINING

The program may be customized using the requesting organization's actual:

- Products and Services.
- Product Features and Benefits.
- Pricing Structure.
- Approved Commercial Terms.
- Target Customer Profiles.
- Customer Buying Journey.
- Sales Process.
- Sales Scripts and Presentation Materials.
- Competitors and Product Differentiators.
- Common Customer Objections.
- Prospect Qualification Practices.
- Sales Closing Procedures.

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- Customer Follow-Up Processes.
- Customer Relationship Management Practices.
- Sales Targets and Performance Indicators.
- Sales Quality Standards.
- Relevant Company Policies.
- Applicable Regulatory Requirements.

Example: A business-to-business industrial sales team should practice different customer conversations from a retail apparel sales team.

Although the fundamental selling disciplines remain applicable, the customer needs, sales cycle, buyer decision process, product presentation, and objections may differ significantly.

The goal of customization is to make participants practice the selling situations they actually encounter.

20. APPLICATION FOR PUBLIC SALES SEMINARS

For public seminars, participants may come from different industries, companies, and selling environments.

The program therefore uses:

- Broadly applicable sales principles.
- Realistic business-to-business selling scenarios.
- Business-to-consumer selling scenarios.
- Common customer objections.
- Individual product or service applications.
- Cross-industry sales exercises.
- Participant-selected sales challenges.
- Practical sales improvement planning.

Participants may bring their own selling situations while working with common practice cases provided during the seminar. The public seminar format is particularly suitable for:

- Individual Sales Professionals.
- Entrepreneurs.
- Small Business Owners.
- New Salespeople.
- Small Company Sales Teams.
- Professionals transitioning into selling roles.
- Employees who wish to strengthen their basic selling capability.

Public seminar dates, venues, registration fees, inclusions, and booking arrangements should be communicated once the relevant 2027 schedules are finalized.

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21. RECOMMENDED LEARNING AND BUSINESS PERFORMANCE EVALUATION

To help corporate training buyers evaluate the program's value, MSS Corporation recommends assessing both learning and workplace application.

Training effectiveness should not be measured solely through participant satisfaction.

A stronger approach examines:

- What participants knew before training.
- What they learned during training.
- What they demonstrated at the end of training.
- What selling behaviors they applied afterward.
- Whether relevant sales performance indicators showed improvement.

Recommended Evaluation Framework

Evaluation Stage	Recommended Method	What It Measures
Before Training	Sales Skills Self-Assessment and Situational Pre-Test	Baseline knowledge, confidence, and understanding
During Training	Facilitator Observation, Sales Exercises, and Peer Feedback	Practical application of selling behaviors
Immediately After Training	Situational Post-Test and Complete Sales Conversation Simulation	Knowledge gained and demonstrated skills
30 Days After Training	Sales Manager Observation and Follow-Up Checklist	Early workplace application
60–90 Days After Training	Sales Behavior Review and Relevant Sales Performance Measures	Sustained application and possible business contribution

Sample Sales Conversation Assessment

The facilitator may use a five-point behavioral rating scale:

1 — Needs Significant Improvement
2 — Developing
3 — Meets Basic Expectations
4 — Proficient
5 — Highly Proficient

Competency	Observable Behavior
Sales Preparation	Demonstrates relevant product knowledge and customer understanding
Professional Opening	Establishes credibility, rapport, and an appropriate opening
Needs Discovery	Asks relevant questions and listens actively
Value Presentation	Connects product or service benefits to customer needs
Objection Handling	Clarifies concerns and responds professionally
Sales Closing	Seeks an appropriate customer commitment or next step
Follow-Up	Establishes clear and realistic follow-up actions

Professionalism	Communicates accurately, respectfully, confidently, and ethically

Possible Post-Training Sales Performance Indicators

Organizations may monitor:

- Prospecting Activity.
- Customer Engagement Rate.
- Number of Qualified Opportunities.
- Sales Conversion Rate.
- Follow-Up Completion Rate.
- Average Transaction Value.
- Sales Target Achievement.
- Customer Satisfaction.
- Sales Manager Observations.
- Reduction in Unnecessary Discounting.
- Improvement in Product Value Presentation.
- Improvement in Objection-Handling Skills.

Performance changes must be interpreted appropriately because sales results can also be influenced by:

- Lead Quality.
- Product Availability.
- Pricing.
- Marketing Activities.
- Competition.
- Customer Demand.
- Economic Conditions.
- Sales Management.
- Territory Assignments.
- Other External and Organizational Factors.

The objective should not merely be:
"Did participants learn the sales process?"

A stronger question is:
"Are participants approaching customers more effectively, understanding their needs better, presenting stronger value, handling objections professionally, and securing more appropriate customer commitments?"

22. PROFESSIONAL AND ETHICAL SELLING BOUNDARIES

The program promotes professional selling and informed customer choice.

Participants should understand that effective selling does not justify:

- Misleading Product Claims.
- False Advertising.
- Fabricated Product Benefits.
- Manipulative Selling Techniques.
- Unauthorized Discounts.

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- Unauthorized Commercial Promises.
- False Scarcity or Fabricated Urgency.
- Withholding Material Information.
- Inappropriate Pressure.
- Misrepresentation of Competitors.
- Improper Handling of Customer Information.
- Violation of Applicable Industry Regulations.

Salespeople must remain aligned with:

- Company Policies.
- Approved Pricing and Commercial Terms.
- Accurate Product and Service Information.
- Relevant Consumer Protection Requirements.
- Applicable Data Privacy Requirements.
- Industry-Specific Sales and Advertising Rules.
- Professional Standards of Customer Engagement.

The central principle is to sell an appropriate product or service to an appropriate customer, for legitimate reasons, through a transparent and professional process.

23. FREQUENTLY ASKED QUESTIONS

What is Basic Sales Skills Training in the Philippines?
Basic Sales Skills Training in the Philippines is a foundational sales development program that equips participants with practical skills in sales preparation, prospecting, customer engagement, needs discovery, product presentation, objection handling, sales closing, and follow-up.

The program is designed primarily for new and developing sales professionals.

What is Basic Sales Training in the Philippines?
Basic Sales Training in the Philippines introduces participants to the fundamental sales process, professional selling behaviors, customer communication, product knowledge, and essential skills required to develop and convert appropriate sales opportunities.

What is Training on Basic Sales in the Philippines?
Training on Basic Sales in the Philippines helps participants learn how to approach prospective customers, identify their needs, communicate relevant value, respond to concerns, and work toward appropriate customer commitments.

What is Basic Selling Training in the Philippines?
Basic Selling Training in the Philippines focuses on the practical behaviors required throughout the selling process, including preparing, approaching, questioning, presenting, handling objections, closing, and following up.

What is Training on Basic Selling in the Philippines?
Training on Basic Selling in the Philippines develops practical selling knowledge and customer-engagement behaviors through structured learning, realistic exercises, and sales simulations.

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What is Basic Selling Skills Training in the Philippines?
Basic Selling Skills Training in the Philippines develops foundational competencies such as sales communication, prospecting, needs discovery, product presentation, objection handling, closing techniques, and customer follow-up.

What is Training on Basic Selling Skills in the Philippines?
Training on Basic Selling Skills in the Philippines helps new and developing salespeople strengthen essential selling behaviors through facilitator demonstrations, guided practice, role-plays, and practical application.

What is Training on Basic Sales Skills in the Philippines?
Training on Basic Sales Skills in the Philippines is a practical corporate learning program that develops sales preparation, customer approach, communication, needs discovery, sales presentation, objection handling, closing, and follow-up competencies.

What is Sales Fundamentals Training in the Philippines?
Sales Fundamentals Training in the Philippines establishes the foundational knowledge, professional attitudes, and practical capabilities expected of salespeople across different industries and selling environments.

What is Training on Sales Fundamentals in the Philippines?
Training on Sales Fundamentals in the Philippines helps participants understand and apply the essential elements of the selling process from prospect identification through customer engagement, presentation, objection handling, closing, and follow-up.

Is Basic Sales Skills Training suitable for beginners?
Yes.

The program is primarily designed for individuals who are:

- New to Sales.
- Transitioning Into Sales Roles.
- Developing Foundational Selling Skills.
- Seeking a Refresher on Sales Fundamentals.
- Preparing for Customer-Facing Commercial Responsibilities.

Participants do not need prior professional selling experience.

Can this program be used to train newly hired salespeople?
Yes.

The program can form part of an organization's Sales Onboarding Program.

For in-house delivery, activities may be customized around the client's:

- Products and Services.
- Target Customers.
- Sales Procedures.
- Customer Objections.
- Sales Performance Expectations.

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Does the training cover sales prospecting and lead generation?
Yes.

Participants learn introductory prospect identification, customer targeting, sales preparation, and opportunity qualification.

Organizations requiring deeper prospecting, outbound selling, appointment setting, or lead-generation systems may choose a dedicated Sales Prospecting and Lead Generation Training program.

Does the program include sales communication skills?
Yes.

Sales communication is incorporated throughout the program, particularly in:

- Opening Conversations.
- Establishing Rapport.
- Asking Questions.
- Active Listening.
- Presenting Customer Value.
- Handling Objections.
- Closing.
- Follow-Up.

Does the program include objection handling?
Yes.

Participants practice responding to concerns involving:

- Price.
- Competitors.
- Budget.
- Timing.
- Trust.
- Decision Authority.
- Requests for Additional Information.

Does it teach sales closing techniques?
Yes.

Participants learn how to recognize appropriate closing opportunities, ask for a customer decision, and secure relevant next-step commitments professionally.

Does it teach sales negotiation?
The program introduces basic value protection and price-related conversations.

More advanced negotiation techniques involving bargaining strategy, concessions, leverage, commercial trade-offs, and complex negotiations are better addressed through a dedicated Sales Negotiation Training program.

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Does it cover business-to-business and business-to-consumer sales?
Yes.

The fundamental framework is applicable to both.

For business-to-business sales, activities may focus on:

- Corporate Customers.
- Buying Requirements.
- Business Needs.
- Multiple Decision-Makers.
- Longer Sales Cycles.
- Proposal-Based Selling.

For business-to-consumer sales, activities may focus on:

- Customer Engagement.
- Immediate Buying Needs.
- Product Recommendations.
- Common Customer Objections.
- Transaction Closing.
- Customer Follow-Up.

Can the program be delivered as customized in-house training?
Yes.

MSS Corporation may customize the program around the requesting organization's products, customers, sales process, objections, industry, sales expectations, and performance indicators.

Is the program available as a public seminar?
The program is designed for both public seminar and in-house delivery.

Interested individual participants and organizations may inquire about the available 2027 public seminar schedule, registration arrangements, training venue, delivery format, and participation investment once confirmed.

Can the program be delivered online?
Yes.

Live online delivery may incorporate:

- Virtual Sales Role-Plays.
- Breakout-Room Activities.
- Digital Customer Scenarios.
- Online Sales Presentations.
- Facilitator Feedback.
- Digital Worksheets.
- Sales Conversation Assessments.

Is the program suitable for experienced salespeople?
Yes, especially when participants require a refresher on fundamental selling practices.

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However, professionals managing complex accounts, high-value deals, or strategic customer relationships may benefit more from advanced programs such as:

- Consultative Selling Training.
- Strategic Selling Training.
- Sales Negotiation Training.
- Key Account Management Training.
- Strategic Account Management Training.

Does this training guarantee higher sales?
No responsible training provider can guarantee increased sales revenue solely from attending a course.

The program develops practical knowledge and selling behaviors that may contribute to improved commercial performance when consistently applied and supported by appropriate management practices.

How can organizations measure training effectiveness?
Organizations may use:

- Pre-Training Assessments.
- Post-Training Assessments.
- Sales Simulations.
- Behavioral Observation.
- Sales Manager Coaching.
- Workplace Application Plans.
- Relevant Sales Performance Measures.

How many participants are recommended?
Approximately 12–20 participants are recommended for intensive in-house training.

For public seminars, approximately 15–25 participants may provide an appropriate balance of learning interaction, networking, and facilitator feedback.

Is one day enough for Basic Sales Skills Training?
One day provides a comprehensive introduction to the complete MSS P.R.O.S.P.E.C.T.™ Sales Fundamentals Framework.

Organizations requiring deeper skills practice or more individualized feedback may choose a two-day intensive workshop or a multi-session Sales Development Program.

24. RELATED MSS CORPORATION SALES TRAINING PROGRAMS

Organizations seeking further sales capability development may also consider:

- Consultative Selling Training.
- Effective Sales Communication Training.
- Sales Prospecting and Lead Generation Training.
- Handling Sales Objections and Closing Techniques Training.
- Sales Negotiation Training.
- Telesales Training.
- Retail Sales Training.

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- Business Development Training.
- Sales Presentation and Proposal Writing Training.
- Sales Pipeline Management and Forecasting Training.
- Strategic Account Management Training.
- Key Account Management Training.
- Customer-Centric Selling Training.
- Upselling and Cross-Selling Training.
- Artificial Intelligence for Sales Productivity Training.
- Digital and Social Selling Training.
- Sales Management and Sales Coaching Training.
- Strategic Selling and Complex Sales Training.
- Sales Mindset and Resilience Training.

These programs complement the fundamental selling competencies introduced in Basic Sales Skills Training.

25. WHY CHOOSE MSS CORPORATION FOR BASIC SALES SKILLS TRAINING IN THE PHILIPPINES?

25.1. The Program Develops the Complete Fundamental Selling Process
Participants practice more than sales presentations and closing techniques.

They develop the foundational competencies required throughout the selling process, from preparation and customer approach to needs discovery, value presentation, objection handling, customer commitments, and follow-up.

25.2. Proprietary MSS P.R.O.S.P.E.C.T.™ Framework
The program introduces a structured and memorable selling methodology:
Prepare → Reach → Open → Study → Present → Explore → Confirm → Track

The framework helps participants understand what to do, when to do it, and why each stage matters.

25.3. Customer Value Is Emphasized
Participants learn to move beyond:

- Feature-Heavy Presentations.
- Generic Sales Scripts.
- Price-Driven Selling.
- Excessive Talking.
- Aggressive Persuasion.

Instead, they learn to understand customer needs and explain relevant product or service value.

25.4. Selling Skills Are Practiced, Not Merely Discussed
The program incorporates:

- Customer Approach Exercises.
- Needs Discovery Interviews.
- Sales Presentation Practice.
- Objection Handling Simulations.
- Closing Exercises.

- Complete Sales Role-Plays.

25.5. The Program Is Suitable for Different Industries
The foundational framework can be customized for different products, services, customer segments, and selling environments.

25.6. In-House Training Can Use Actual Customer Situations
The program can incorporate:

- Actual Products.
- Actual Customer Profiles.
- Common Objections.
- Typical Sales Conversations.
- Company Sales Procedures.
- Sales Performance Expectations.

25.7. Participants Leave With Practical Sales Tools
The program produces worksheets, guides, and action plans that participants may use after training.

These include:

- Prospect Preparation Worksheet.
- Customer Discovery Question Bank.
- Customer Value Presentation Guide.
- Objection Response Playbook.
- Customer Follow-Up Plan.
- Sales Skills Improvement Plan.

25.8. EnterTRAINment® Emphasizes Participation and Application
Approximately 70% of the program's net learning time is designed around participant involvement, practice, exercises, simulations, and feedback.

25.9. The Program Can Support Measurable Behavior Change
Sales Managers may reinforce training application through observable sales behaviors, coaching, and appropriate performance indicators.

26. CALL TO ACTION

BUILD BETTER SALESPEOPLE BEFORE EXPECTING BETTER SALES RESULTS.

Your salespeople cannot consistently deliver strong sales performance if they have never developed the fundamental skills required to understand customers, communicate value, handle objections, secure commitments, and follow through.

Whether your organization is onboarding new Sales Representatives, developing existing Sales Associates, strengthening frontline selling capabilities, or standardizing the sales process across departments and branches, MSS Corporation's Basic Sales Skills Training in the Philippines can be customized around your actual selling environment.

MSS
MAKING STRONG SUCCESS

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For Companies: Customized In-House Basic Sales Skills Training

MSS Corporation offers customizable corporate training engagements designed around your organization's:

- Sales Team.
- Products and Services.
- Target Customers.
- Selling Environment.
- Sales Processes.
- Common Customer Objections.
- Sales Performance Objectives.

Available delivery modes include:

- Onsite Face-to-Face Training.
- Offsite Corporate Training.
- Live Online Instructor-Led Training.
- Hybrid Training.
- Multi-Session Sales Development Programs.

Request a Customized Basic Sales Skills Training Proposal from MSS Corporation.

For Individuals and Small Teams: Basic Sales Skills Public Seminars
MSS Corporation's Basic Sales Skills program is also designed for public seminar delivery.

Individual participants, entrepreneurs, and small-company sales teams may inquire about:

- Available 2027 Seminar Dates.
- Training Venue.
- Delivery Mode.
- Registration Requirements.
- Participation Fees.
- Program Inclusions.
- Available Participant Slots.

Inquire About MSS Corporation's 2027 Basic Sales Skills Public Seminars.

Website: www.MSSCorporation.com.ph

P.R.O.S.P.E.C.T.™ — PREPARE BETTER. CONNECT BETTER. SELL BETTER.

Prepare with purpose. Reach the right customers. Open with confidence. Study their needs. Present relevant value. Explore concerns. Confirm commitments. Track results.

SELL WITH CONFIDENCE. WIN WITH VALUE.

With MSS, We Make Strong Success.