**Sales and Account Management Training; The Basics**

**Vocabulary**

AIDA

Consultant

Memorized Pitch

Positive-action

Value

Diffusion of Innovation

Marathon Relationship

Needs-Satisfaction Selling

Problem-Solving Selling

Revenue Generator

Sales Process

Strategic Sales

Candor

Customer orientation

Dependability

ISO 9000

Decision makers

Key influencers

Gatekeeper

Needs

RFP

Supply Chain Management

Delight the customer

Assertive

Outsource

Responsiveness

Forcasting

Re-order

End-user

FAB

Segmentation

Active listening

Open-closed ended questions

ADAPT (Assessment Discovery Activation Projection Transition) Questions

SPIN (Situation Problem Implication Needs-payoff)

MAP

RainMaker

Sales Lead

Prospect

Cold calling

Referral

Seminars

Marketing

Sales

Tracking

Trade Shows

Ideal Customer

Sales Funnel

Sales Call

Thermometer assessment

Testimonials

Anecdote

Case History

Analogy

Sales aid

Trial Close – verbal support

Alternate Choice

Assumption Close

Buying Signals

Go for the “No”

Go for the “Yes”

Minor points agreement

Need objection

Price objection

Sales resistance

Time – impending event close

T-ledger; Ben Franklin close

Contest close

Account classification

Sales planning

Self-starter

Territory analysis

Territory goal

Independent representative

Manufacturer representative

Sales management

Span of control

**Take-aways**

Describe the difference between Transaction and Long Term Selling.

Describe Consultative selling

Explain why trust is important

Understand sales ethics

Explain the value of 2-way communication

Every Picture Tells a Story

Describe non-verbal communication

Discuss prospecting

Explain how to write a value proposition Problem Solution Result

Explain how sales professionals can generate 360 degree feedback

Understand how to anticipate objections

Describe how to build a team – unit cohesion

Identify the sales management components: plan organize lead control