

## Sales Executive Training Content

**Sales executives** are the key point of contact between an organization and its clients: answering queries, offering advice and introducing new products. Their work includes: organizing sales visits. Demonstrating and presenting products.

- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, networking and social media
- Set up meetings with potential clients and listen to their wishes and concerns
- Prepare and deliver appropriate presentations on products/ services
- Create frequent reviews and reports with sales and financial data
- Ensure the availability of stock for sales and demonstrations
- Participate on behalf of the company in exhibitions or conferences
- Negotiate/close deals and handle complaints or objections
- Collaborate with team to achieve better results