PC755 Sales Skills

Sku: PC755

Horas: 35

Formato: HTML

OBJETIVOS

- Enhance skills and update techniques for sales professionals to effectively attract customers and close sales successfully.

CONTENIDOS

Unit 1: Foundational mastery: modern value selling

- Getting started
- Welcome to the foundational unit of Sales Skills: Modern Value Selling! In this lesson, you'll discover how the world of sales has changed, why traditional pitching is fading, and what it means to truly deliver value to today’s empowered buyers. We'll introduce the building blocks—consultative mindset, trust, value creation, and precision targeting—that shape modern sales mastery. Let’s get you oriented and inspired for the journey ahead!

    - The modern sales mindset and persona

- This lesson explores why traditional sales approaches are obsolete in today’s buyer-driven world, and dives deeply into the five foundational pillars of the modern sales mindset—value first, radical empathy, insight brokerage, digital dexterity, and trust. You’ll discover practical behaviors and daily habits that transform the old-school “vendor” role into that of a strategic, consultative partner. Through engaging examples, frameworks, and interactive elements, you’ll learn to build a modern sales persona that blends curiosity, analytical rigor, storytelling, and authenticity, powering both individual and team performance in today’s complex and competitive business landscape.

- By the end of this lesson, you will be able to: articulate the essential mindset shift for modern value selling, apply customer-centric frameworks, practice empathy and digital skills, and begin shaping your unique sales persona for sustained success.

    - Defining and communicating value

- In today's fast-paced sales landscape, buyers aren't moved by features—they care about value. This lesson gives you the tools and confidence to transform product attributes into quantified business impact, using modern frameworks and storytelling science. You'll learn how to climb the value ladder from feature to benefit to measurable ROI, craft magnetic value propositions, and navigate the financial language of executives. We'll explore how to tailor messages to multiple stakeholders, avoid common value traps, and use digital tools—including AI—for persuasive, scalable communication. By the end, you'll build board-ready business cases and practice essential techniques to stand out in competitive deals.

    - Your ideal customer profile (ICP)

- Targeting the right accounts is the foundation of predictable sales success. In this lesson, you'll master the art and science of building your Ideal Customer Profile (ICP). We'll break down the critical data pillars—firmographics, technographics, behavioral intent, and trigger events—that distinguish ideal customers from the crowd. Through stories, data, frameworks, and hands-on exercises, you'll learn to craft ICPs that boost win rates, accelerate deal cycles, and align your entire revenue engine. Get ready to transform prospecting from a guessing game into a precision operation, and set yourself up for repeatable growth.

    - Building trust and credibility

- Trust is the invisible force that accelerates every deal – but, in today's sales landscape, it's harder to earn and easier to lose than ever before. This lesson provides a deep dive into the psychology, science, and strategy of trust in modern B2B sales. You'll master the Trust Equation, learn actionable techniques for becoming instantly credible, and discover best practices for digital-first selling where every micro-interaction matters. Explore frameworks, industry-specific nuances, and credibility pitfalls, and see how to build trust *before* the first conversation – and repair it if things go wrong. By the end, you'll have a practical toolkit to speed every deal by turning self-interest into lasting customer trust.

- Competitive landscape analysis

- In today's crowded and fast-moving sales environment, understanding your competitive landscape is no longer optional—it's mission-critical. This lesson demystifies the process of analyzing your rivals, mapping market forces, and positioning yourself with integrity and confidence. You'll learn modern frameworks for competitive analysis, practical intelligence-gathering workflows, and ethical strategies for out-positioning the competition—without resorting to negative selling. Master these skills, and you will become a trusted guide in your buyer's decision process, even when their options seem endless.

    - Practical free-writing assignment

- This lesson gives you the opportunity to apply your learning from Unit 1: Foundational Mastery – Modern Value Selling in creative, real-world writing exercises. You'll develop your ability to communicate value, identify your ideal customer profile (ICP), and build trust in your selling communications. Harness your originality to produce authentic responses, gain confidence with the tools and concepts you've learned, and prepare for real sales conversations and outreach scenarios.

  - Get ready to synthesize what you know into actionable sales assets that reflect your own style and expertise.
  - Role-play and progress review

- This lesson helps you consolidate, review, and apply the foundational concepts of modern value selling that you learned in Unit 1. You'll first use interactive flashcards to reinforce essential principles, terminology, and frameworks. Then, you'll engage in an AI-powered role-play scenario to practice consultative selling, trust-building, and value communication in a lifelike situation. By the end of this lesson, you will be better prepared to confidently apply modern sales skills and advance to the formal unit test.

  - Unit test

- This comprehensive test covers the main topics and concepts addressed in Unit 1: Foundational Mastery – Modern Value Selling. You will answer a series of multiple-choice questions designed to assess your understanding of modern value-selling, consultative sales techniques, ICP (Ideal Customer Profile), building trust, communicating value, competitive analysis, and more. Take your time, consider each option carefully, and use what you learned from the unit to answer each question.

Unit 2: Pipeline ownership: navigating the sales journey

- Getting started
- Welcome to the "Pipeline ownership: navigating the sales journey" unit! In this lesson, you'll discover why pipeline management is a critical skill, what makes it different from sales funnels, what key stages and activities define a healthy pipeline, and the essential vocabulary you'll need to navigate the coming content. This introduction gives you a bird's-eye view before you dive deeper into mastering systematic prospecting, qualification frameworks, activity metrics, CRM discipline, and optimal time and territory planning in the following lessons.

  - Systematic prospecting and lead generation

- Mastering systematic prospecting is the cornerstone of modern pipeline ownership—and a required competency for every top-performing salesperson. In this lesson, you'll learn how to transform prospecting and lead generation from random acts of hustle into a data-driven, repeatable engine that consistently fills your pipeline with high-propensity opportunities. You'll discover the evolution of prospecting tactics, the critical metrics and frameworks behind effective outreach, and the role of technology, psychology, and ethics in today's B2B landscape. Through practical frameworks, examples, and interactive activities, you'll gain the skills to build and optimize your own lead generation stack, use multi-channel cadences that actually get replies, and make data, messaging, and analytics work for you— instead of the chaos of outdated methods.

  - Mastering qualification frameworks

- Unlock the science and art of sales qualification in this comprehensive lesson. Move beyond gut instinct by mastering proven frameworks like BANT, MEDDIC, and GPCT. Learn their evolution, use-cases, strengths, and weaknesses, and see how real-world sellers use structured qualification to forecast revenue, save wasted time, and win more deals. Through deep dives, practical tools, interactive exercises and rich examples, you'll gain the skills to assess opportunities with confidence, improve your pipeline health, and build the discipline needed to forecast with clarity and win with consistency.

    - Pipeline stages and activity metrics

- In this lesson, you'll transform your view of the sales pipeline from a vague dashboard of deals to a precision instrument that drives predictable revenue. We'll guide you through designing robust pipeline stages, nailing down binary, buyer-verified exit criteria, and harnessing activity metrics that actually predict deal momentum. You'll learn to diagnose pipeline 'diseases,' deploy best-in-class dashboards, and integrate cross-functional alignment—all while staying compliant with data privacy laws. By the end, you'll know exactly where every opportunity stands, how to interpret warning signals, and what it takes for your pipeline to flow—on purpose, not by accident.

    - Effective CRM management and forecasting

- In this in-depth lesson, you'll learn how to turn CRM data from a passive storage space into a dynamic, revenue- driving cockpit—and forecast your pipeline with new levels of accuracy. We'll explore the anatomy of a high- performing CRM, daily data hygiene rituals, critical integrations, and the science of sales forecasting from human intuition to AI-powered prediction. By the end of this lesson, you'll confidently manage your CRM for maximum impact and avoid the traps that cost teams millions each year through dirty data and bad forecasts.

- We'll blend expert tips with hands-on techniques, visual breakdowns of CRM objects and data flows, practical maintenance habits, and vivid case studies that highlight what works (and what fails). Whether you're brand new to CRM or an experienced seller looking to tighten your forecasting, this lesson will provide a powerful foundation for predictable, scalable sales growth.

    - Time management and territory planning

- This lesson explores how modern sales professionals can reclaim time and maximize account potential through disciplined time management and data-driven territory planning. You'll learn how to identify and eliminate time wasters, apply psychological and scientific frameworks to structure your day, leverage digital tools and automation for efficiency, and design optimal territories based on real market signals. The lesson blends practical strategies with case studies, optimization techniques, and actionable dashboards, all focused on converting every hour and mile into revenue for both individuals and teams.

- By the end, you'll be equipped with frameworks for high-quality selling hours, tools for territory segmentation, and methods to balance lead and lag KPIs—helping you outperform in today's competitive B2B landscape.

    - Practical free-writing assignment

- Practice makes mastery. This written assignment gives you the chance to bridge theory and the real world by connecting unit concepts to lived or imagined selling scenarios. You'll choose pipeline, prospecting, and territory- planning prompts to apply frameworks from the course in your own words. Use these exercises to stretch your creativity and critical thinking—there are no perfectly 'right' answers, only insights worth testing.

- Challenge yourself to be specific, original, and solutions-oriented. Reflect on the lessons, bring in your own context or invent plausible sales situations, and make your recommendations actionable. Let's get writing!

    - Role-play and progress review

- This lesson helps you consolidate everything learned in Pipeline Ownership: Navigating the Sales Journey. Through a comprehensive set of flashcards and an interactive AI role-play, you will review key terminology, frameworks, processes, and metrics that drive pipeline health, qualification precision, CRM hygiene, forecasting accuracy, and effective time and territory management. Apply your knowledge in practical scenarios to prepare for the final assessment and translate theory into real revenue outcomes.

- Take this opportunity to reinforce your memory, test your understanding of concepts, and pressure-test your skills under real-world conditions.

    - Unit test

- This test covers the key concepts, vocabulary, frameworks, and application scenarios from Unit 2: "Pipeline ownership: navigating the sales journey." You will answer a series of multiple-choice questions that focus on prospecting systems, qualification frameworks, pipeline staging, CRM and forecasting best practices, and time & territory optimization. Read each question carefully, consider your answer, and apply what you learned in the lessons.

Unit 3: Discovery deep dive: strategic questioning

- Getting started

- Welcome! In this unit, you'll dive into modern discovery skills that separate average salespeople from true professionals. We'll introduce the five core pillars: active listening, strategic questioning, uncovering real costs, mapping needs to solutions, and building relationships with every key stakeholder. This quick start will preview what you'll master next—and why each step matters more than ever in today's complex sales process.

- By the end of this lesson, you'll know the building blocks of high-impact discovery and be ready to spot them in everyday sales situations. Let's set the stage for your sales transformation.

    - The art of active and reflective listening

- Mastering the art of listening is the single most important skill that separates world-class sales professionals from the rest. In this deeply practical lesson, you'll discover why listening is now a true competitive moat — and how to build it into muscle memory. We'll explore the science, frameworks, tools, and real-life examples that will transform the way you listen, reflect, and respond in every conversation. From historic research to cutting-edge brain science, from actionable frameworks like LACE™ and RASA, to a 60-day mastery blueprint, this lesson is your hands-on guide to becoming the type of seller buyers trust—and buy from.

- Expect to develop a granular understanding of active and reflective listening, sharpen your ability to decode unspoken emotion and urgency, and leave with practical, ready-to-use techniques, exercises, and battle-tested strategies for high-stakes, multi-stakeholder environments.

    - Strategic questioning frameworks

- This lesson will transform how you structure conversations in the discovery stage of the sales process. You'll go far beyond generic questioning by learning proven frameworks—SPIN Selling, Challenger/Sense Making, SPICED, GAP, Sandler Pain Funnel, and others—to engineer dialogue that uncovers hidden pain, quantifies impact, unmasks risk, and builds consensus across diverse, often conflicted, buying teams. We'll break down when and why to use each framework, illustrate hybrid techniques, and provide ample real-world examples, micro-exercises, and practical tools for applying these methods in your next discovery call. By the end, you'll approach every sales interaction as a master of precision questioning, able to surface value and urgency in even the most complex deals.

    - Uncovering the true cost of the status quo

- This lesson explores how the invisible cost of doing nothing can silently drain millions from an organization's bottom line. You'll learn to identify and quantify the many hidden penalties of "business as usual"—from direct financial losses to overlooked risks and missed opportunities. Using practical frameworks, real-world examples, and interactive tools, you'll gain the ability to make the cost of inaction clear, credible, and actionable for buyers. By the end, you'll be prepared to turn discovery conversations into eye-opening moments that show why change cannot wait.

    - Mapping needs to solutions

- In this lesson, you will master the critical art of translating customer needs—explicit and implicit—into tailored solutions that drive agreement, urgency, and buy-in from every stakeholder. We'll explore end-to-end frameworks, like the Solution Blueprint and Value Mapping Staircase, that bridge discovery insights with business outcomes. You'll learn how to align value drivers, prioritize and quantify needs, construct Mutual Action Plans, and customize your approach for different decision-makers, industries, and cultures. Real-world case studies, hands-on tools, and visual infographics will equip you to convert even the most complex requirements into clear, compelling proposals that win deals and accelerate execution.

    - Multi-threading discovery

- In this lesson, you'll learn how to master "multi-threading discovery"—building multiple, role-specific relationships across complex buying groups to accelerate consensus and protect your sales opportunities from single-thread failure. We'll explore the why and how of multi-threaded discovery, actionable frameworks for mapping decision- makers, real case studies, tools, AI advances, practical techniques, and cross-cultural nuances. By the end, you'll know exactly how to scan, tier, reach, and harmonize stakeholders into a winning network—turning one champion into many and making stalled deals a thing of the past.

- Practical free-writing assignment
- This lesson challenges you to apply your discovery-stage selling skills with creativity and self-reflection. You'll craft narrative and scenario-based responses that draw directly from the key themes of this unit—listening, questioning, quantifying, mapping, and stakeholder engagement. These exercises are designed not just to test your knowledge, but to help you synthesize and personalize your approach, making your learning more memorable and directly relevant to your sales practice.
- Each writing task is an opportunity to move beyond theory and demonstrate your ability to connect, analyze, and innovate in discovery. Choose examples and ideas that matter to you, and use these prompts to build confidence for real-world conversations.
    - Role-play and progress review
- This review lesson helps you consolidate and apply all five skill pillars from the Discovery Deep Dive unit: active and reflective listening, strategic questioning, quantifying the cost of the status quo, mapping needs to solutions, and multi-threading discovery. Start with interactive flashcards to refresh your memory of key frameworks, formulas, terms, and concepts. Then, step into a realistic AI-powered role-play to practice your discovery skills and receive performance-focused coaching. This is your last practice opportunity before moving to the unit test—make it count!
    - Unit test
- This test checks your mastery of the concepts, frameworks, and practical skills developed in the "Discovery Deep Dive: Strategic Questioning" unit of the Sales Skills course. Questions cover active and reflective listening, question frameworks (e.g., SPIN), quantifying the cost of status quo, mapping needs to solutions, and multi-threading stakeholder engagement.
- Read each question carefully and use your knowledge from the unit to select the best answer. Complete all questions to assess your readiness before moving on in the course.

Unit 4: Commitment and conversion: presenting and closing

- Getting started
- Welcome to "Commitment and conversion: presenting and closing!" In this short lesson, you'll discover why the final stages of the sales cycle—presenting, handling objections, negotiating, and closing—are where revenue is truly won or lost. You'll get an overview of the skills and frameworks you'll develop and practical ways to measure your growth as a modern sales professional. Let's set you up for a strong start!
    - Crafting a high-impact presentation

- Learn how to design and deliver sales presentations that not only inform but convert. In this lesson, you'll master frameworks, psychology, and actionable strategies for building concise, audience-focused executive decks.

- Discover how neuroscience, visual storytelling, and innovative tools like AI come together to create presentations that pass the CFO scroll test, capture attention, and drive results. This lesson takes you step-by-step from initial narrative architecture to delivery, with practical tips, interactive infographics, and hands-on best practices to make you a world-class sales presenter.

    - Storytelling in sales

- This lesson dives into the science, strategy, and practical craft of storytelling for modern B2B sales. You will learn how and why stories drive enterprise decisions, master proven frameworks like ABT and Pixar Spine, and practice designing narratives that fuse data with emotion for maximum impact. By exploring the neuroeconomics of story, role-specific narrative design, culturally intelligent storytelling, and AI-powered storycraft tools, you'll become equipped to wield narrative as a powerful sales lever. Detailed fictional cases, hands-on micro-exercises, and memorable field-tested frameworks will ensure you can confidently architect and deliver sales stories that accelerate consensus and close complex deals.

    - Proactive objection handling

- Objection handling is no longer just about responding to last-minute roadblocks. In this lesson, you will learn how elite sellers anticipate, engineer, and resolve buyer objections throughout the sales process—turning resistance into

- revenue momentum. Through stories, proven frameworks, heat-maps, scripts, and interactive practical exercises, you'll move from reactive rebuttals to designing deals where concerns surface early and are solved collaboratively. Master the art of handling price, product, time, and source objections with psychology-backed frameworks and AI- powered tools for detection and coaching.

- By the end, you'll have the precision and confidence to address ANY objection, protect your margins, and accelerate your deals—all with empathy and repeatable science.

    - Negotiation strategies for win-win

- Negotiation is where sales value is finally captured or lost—yet in today's complex, multi-stakeholder deals, "just haggling" leads to stalled cycles, eroded margins, and churn. In this lesson, you will master the full lifecycle of principled, interest-based negotiation, equipping yourself to design creative, win-win agreements that grow revenue while strengthening long-term relationships. You'll discover how to prepare for high-impact negotiation by quantifying power, mapping interests, crafting bundles of value, and applying practical frameworks such as BATNA, ZOPA, MESO, and the Give-Get ledger. You'll also learn to ethically leverage the psychology of influence, read body language and digital signals, and tailor your approach to diverse cultures and sectors. Hands-on activities and real- world examples help you apply negotiation science to close more deals with confidence and loyalty.

- Mastering the close and next steps

- This lesson guides you through the real science and art of closing enterprise sales – not just as a final question, but as a deliberate process of building momentum through precise commitments, mapping multi-stakeholder buy-in, and coordinating seamless handoffs. You'll learn the psychology that drives real decisions, a suite of modern closing techniques, how to engineer world-class Mutual Action Plans (MAPs), and the metrics that separate predictable revenue from chaotic pipelines. Real-world case stories, tactical frameworks, and hands-on exercises will help you put closing theory into calendared, revenue-producing practice.

- By the end, you'll be equipped to orchestrate closing conversations with confidence, add professionalism to every next step, leverage the Zeigarnik Effect, and use new tools – from AI recaps to ECD framing – that will convert more opportunities, faster.

  - Practical free-writing assignment

- This practical free-writing assignment gives you the opportunity to creatively apply and synthesize the essential frameworks from this unit—presentation design, persuasive storytelling, objection handling, negotiation, and closing. Through two structured activities, you'll demonstrate your ability to transform theory into practical, high-impact sales assets and communications for complex B2B selling scenarios.

- Your responses in this assignment will showcase your originality and problem-solving, and help you connect the frameworks to real opportunities—setting you up for effective execution in live deal environments.

  - Role-play and progress review

- Reinforce your mastery of executive presentations, high-impact storytelling, objection handling, negotiation strategies, and closing techniques in this review lesson. In the following interactive chapters, you will refresh key concepts through flashcards and apply what you've learned in a realistic, AI-supported sales negotiation scenario. This hands-on review will prepare you for the unit test and real-world selling situations alike.

  - Unit test

- This test will assess your mastery of the Commitment & Conversion: Presenting and Closing unit of the Sales Skills course. You will answer key questions about executive presentations, storytelling, objection handling, negotiation strategies, closing, and related frameworks covered in Lessons 29-33. Use this assessment to confirm your readiness to use these tools in real-world sales.

  - Make sure you have reviewed your notes and the unit's main concepts before taking the test.

Unit 5: Course culmination

- This is your comprehensive final exam for the Sales Skills course. You will answer questions designed to assess your mastery of sales strategy, pipeline management, discovery, value communication, competitive analysis, stakeholder engagement, presentations, objection handling, negotiation, and closing. Take your time and reflect on the knowledge and tools you have learned throughout the entire course. Good luck!