

# EARN A FREE CERTIFICATE FROM NORCO COLLEGE

## TUITION-FREE, SHORT-TERM.

### Sales Techniques

The Sales Techniques Certificate provides students with an understanding of how to effectively leverage various communication techniques and mediums to identify leads, work directly with decision makers, and close deals. The important sales techniques that students acquire will allow them to build lasting, long-term and mutually beneficial relationships with clients.

#### Required Courses:

##### **PDS-814 Closing Techniques that Win the Sale**

In any selling situation obstacles have to be overcome before a buying decision is reached. Learn to resolve objection effectively through a process that involves careful listening along with positive factual responses to buyer concerns. Learn techniques to address customers' emotional needs, get past the obstacles preventing them from buying, and build long-term customer relationships. 8 hours lecture. (Pass/No Pass only.)

##### **PDS-815 Winning Sales Scripts**

More and more sales are now being done "inside" with sales persons contacting perspective buyers using the phone and email. Learn how to maximize this revenue source and increase the effectiveness of "inside" sale using scripts. 8 hours lecture. (Pass/No Pass only.)



Career Education

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