



**YUSUDI SALES ACADEMY (YSA)
TRAINING CURRICULUM
Duration: 8 weeks**

Contact hours: 30 hours | Online Learning hours: 16 hours | Practical hours: 158 hours

THIS CURRICULUM HELPS STUDENTS:

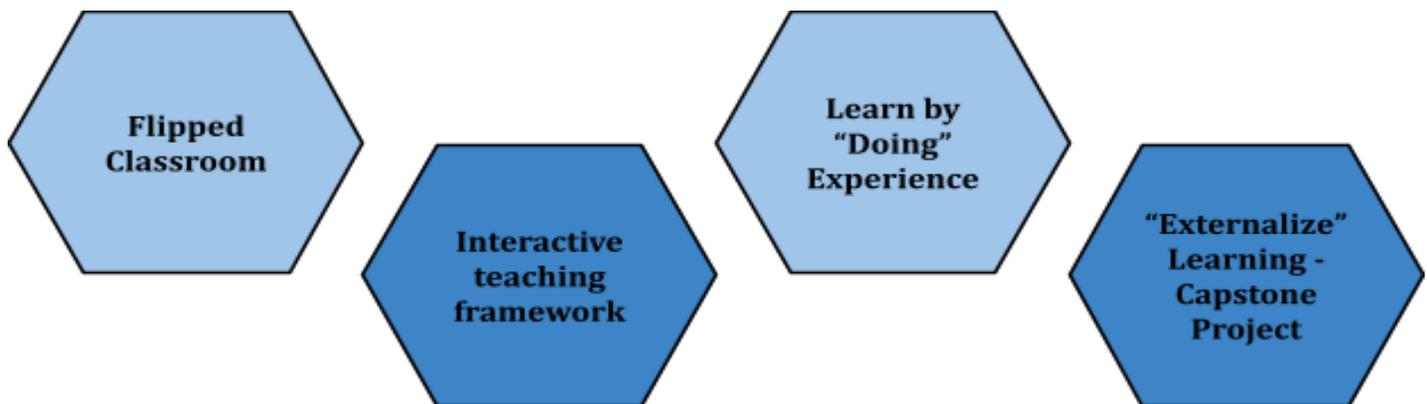
- Understand and **discover** sales as a professional and profitable career.
- Build a strong foundation for students to **start, build,** and **grow** a reputable sales career.
- Develop the **right mindset, knowledge,** and **skills** for professional growth.

SESSION DESIGN:

In designing the sessions, we adopted the **LEARN** Format. This approach ensures that the trainees learn as much as possible in an interactive way, therefore, enabling higher retainment of skills and knowledge.

- **Landscape** - Explain the context of the module.
- **Experience** - Use a roleplay, video, experience.
- **Ask** - Pull from the group the key things they saw.
- **Relate** - Give the framework or explicit steps.
- **Next Step** - Practice in groups or breakout rooms groups/Assignment.

OUR LEARNING APPROACH:



The training is designed as an **8 weeks training and apprenticeship program.**

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Sales	Session	Objective: By the end of the session, the trainees should be able to:
	Introduction to sales 1	<ul style="list-style-type: none"> - Outline the differences and similarities between BD, Marketing, and sales - Understand the role of BD in a company - Define what a sales conversation is. - Identify factors to consider when making a sales Conversation
	Introduction to sales 2	<ul style="list-style-type: none"> -Understand the key Product Knowledge that they should have before selling. - Have a successful Sales Conversation - Outline the key levels of a sales funnel.
	Market Research	<ul style="list-style-type: none"> - Understand what market research is. - Address the fear of talking to strangers
	Prospecting: Research	<ul style="list-style-type: none"> - Understand the sales funnel. - Define prospecting and how to qualify a prospect. - Identify different ways to prospect - Understand the logic of the sales funnel
	How to handle different sales scenario	<ul style="list-style-type: none"> - Identify actual sales conversation scenarios and the challenges they might face in each scenario - Identify ways in which they can successfully get through each challenge - Build their confidence when speaking to and approaching different people in a company
	Prospecting: Contacting	<ul style="list-style-type: none"> -Identify different contacting channels. -Understand the components of a cold call and a cold email. -Develop a cold calling script and a cold email for prospects. -Correctly do a cold call with minimal mistakes.
	Follow -Up Podio Q&A	<ul style="list-style-type: none"> - Understand the importance of follow up. - Explain what a CRM system is and how it works. - Understand the importance of keeping notes and how to write them.
	Overcoming obstacles	<ul style="list-style-type: none"> - Understand how to listen well to the customer - Handle buying obstacles when they come up

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		- Keep calm in difficult buying situations
	Emotional Intelligence for sales	- Understand how to recognize when their attitude is below the line or above the line. - Understand how to manage their mindset - Manage effectively bring their attitude balance in the workplace
Job Preparation	CV Creation	- Understand the key parts of a good CV and learn to avoid common mistakes made. - Create a powerful personal statement for different positions based on job descriptions. - Create statements of accomplishments from their past working experiences.
	Interview Skills	- Identify the mistakes they have been making when preparing or attending an interview. - Confidently answer interview questions. - Create a pre-interview checklist based on interview etiquette tips.
Soft Skills	Emotional Intelligence	- Understand the importance of recognizing and analyzing their own emotional states. - Be able to come up with action steps on how to control their reactions/responses appropriately using tips for emotional intelligence. -Understand the importance of using emotional intelligence in their workplaces.
	Networking	- Understand the importance of networking for both business and career growth - Know how to use networking to grow business and career - Learn social networking tips and where to network virtually - Know how to create a social selling strategy
	Personal Branding and Confidence Building	- Identify their personal brand - Develop their personal brand statement - Create a personal branding plan
	Feedback for Growth	- Understand the importance of delivering and receiving feedback. - How to deliver effective feedback to the individuals around them. - Be aware of the key points involved in giving and receiving feedback.
	Work Ethic	- Understand what is work ethic and why it is important to have a good work ethic at the workplace. - Distinguish between appropriate and inappropriate business conduct related to business practices. - Get tips on how they can build/improve their work ethic.

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Capstone Project: The Sales Insourcing Project