



PrimeLearning.com™

An eLearning Curriculum Overview

PrimeSales™

Creating a Buyer-Centric Focus

Executive Summary

At the center of the PrimeLearning solution is world-class content. Our content partners are leading corporation, authors, academics, publishers and business experts.

Our Unique Approach

At *PrimeLearning.com*, we strive to improve the skill level of individuals within your workforce, as well as the business performance of your entire organization. That goal is the foundation of our instructional design philosophy.

Objectives are at the core of all *PrimeLearning.com* courses. Each topic focuses on the accomplishment of specific performance objectives and on the development of valuable new skills. The *PrimeSales* curriculum is both practical and relevant, using case studies to present real-world work situations. Content areas are comprehensive, and depth of coverage is an important characteristic of each course.

Our PrimePath™ feature uses an initial learner assessment to recommend an individualized learning path based on demonstrated competencies, and our mastery module provides the learner with measurable and documented evidence of improvement.

PrimeLearning.com courses employ an unprecedented number and variety of interactions to stimulate learning. These interactions extend beyond simple knowledge recall to invoke high-level thinking and problem solving. Optional live virtual classes and collaborative events further enhance the total Internet-based learning experience. To facilitate their learning, course participants have convenient access to job and performance support aids that summarize key steps, processes, and guidelines.

Resources such as Internet links, recommended reading lists, glossaries and company-specific documents enable learners to tap into a continually updated archive of quick reference and on-the-job support materials. Workplace exercises enable learners to apply their new skills within their work environment.

Sixteen PrimeSales™ Courses Address All Aspects of Selling

The *PrimeSales* curriculum provides valuable insights as well as best practices recommended for new and experienced:

- Sales Representatives
- Account Managers
- Sales Consultants
- Sales Managers



The *PrimeSales* courses leverage Internet technology to create an individualized and highly interactive learning environment. From presenting concepts, to detailing processes, to depicting relevant scenarios, to testing learner understanding, this entire curriculum engages sales professionals in a top-down roll-out of techniques that has been proven to maximize bottom-line results. Each internet-based course consists of two, three, or four topics, enabling the learner to focus easily on areas where improved proficiency is required. Supplemental virtual classroom sessions can incorporate a live-instruction component, while job aids, workplace exercises, topical links, and other resources further the learning experience.

The PrimeSales™ Curriculum

The Selling Process (PS001)

Duration: 6-7 hours
Prerequisites: None
Courses: Seller Behaviors, Buyer Behaviors, Buyer-Focused Selling, The Selling Cycle

This first module in the *PrimeSales* curriculum, shows how to use the selling process to be a successful seller. It addresses seller and buyer behaviors, the relationship between buyer and seller, and the criteria that influence buying decisions. Sellers learn how to identify and respond to buyer behaviors, and how to use buyer-focused selling techniques. They also learn how to use the key ratios in the selling cycle to monitor their progress.

Communicating & Managing (PS002)

Duration: 6-8 hours
Prerequisites: None
Courses: Telephone Communication, Communication Skills, Written Communications, Managing a Territory

Communication is central to everything a seller does. This second module from the *PrimeSales* curriculum teaches the essentials of effective communication: verbal language, body language, and listening skills. Sellers learn the techniques of effective telephone and written communication skills, including letter and proposal writing. An approach to territory management is also presented. A must for salespeople at all levels, this course is also valuable for anyone seeking to enhance his or her communication skills.

Starting the Sale (PS003)

Duration: 6-8 hours
Prerequisites: None
Courses: Gathering Information, Planning a Sales Call, The Sales Call, Probing and Questioning

A successful sale follows proven techniques from start to close. This third module from the *PrimeSales* curriculum provides the techniques needed to start a sale effectively, including whom to approach and how to approach them. These courses show how to gather the information that an informed seller needs, how to construct the all-important opening statement, and how to achieve maximum results from a sales call. Sellers learn how and when to use open and closed questions, and how to develop needs using an effective probing method.

Concluding the Sale (PS004)

Duration: 6-7 hours
Prerequisites: None
Courses: Presenting Solutions, Closing the Sale, Buyer Reactions, Concluding a Call

Of course, the ultimate goal is to close the sale! This module, the last in the *PrimeSales* curriculum, teaches the steps needed to reach a successful sales conclusion. Sellers learn the importance of presenting solutions, not products, to buyers, and how and when to close a sale. Sellers also learn how to recognize and respond to buyer signals, and the best way to conclude a call.

For more information

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