

# Enterprise Selling Certification

## Learn Fast. Sell More.

This certification series provides the proven strategies you need when you are selling to multiple decision makers in a business-to-business environment. You want to minimize your sales cycle by knowing which prospects to focus on so you avoid wasting your time on prospects who have little probability of buying from you. You want to maximize your selling time by knowing how to prioritize your business and allocate your selling time. You want to be able to distinguish yourself from the competition and be clear that you can move the buyer from interest to buying as you manage your sales process.

You will acquire the skills you need to quickly learn to fit your products or services as the solution to your prospects' wants or needs. With multiple decision makers you will learn strategies to identify supporters and neutralize your opponents.

**See next page for certification syllabus information...**

## Illumeo

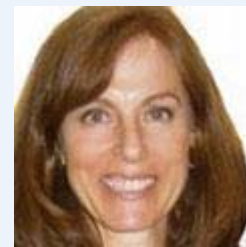
The leading online provider of *professional development* solutions, Illumeo helps corporate professionals and organizations work together to build the skills and capabilities to help everyone be an expert at their job.

## Vital Statistics

- Founded in **2009**
- **2.5 million** site users in 2015
- **250,000 hours** of instruction delivered
- **1,000+** On Demand Courses:
- **4,000+** Video Lessons

## Certification Details

- ✓ Contains: **17 Courses**
- ✓ Duration: **10 hours**
- ✓ Cost: **\$399 (for subscribers)**
- ✓ To learn more visit [www.illumeo.com/enterprise-selling](http://www.illumeo.com/enterprise-selling)



### Instructor: **Maura Schreier-Fleming**

Maura is a versatile, results-oriented speaker, sales trainer and sales consultant. who has worked with numerous large and mid-sized clients to improve sales performance. She is the author of *Monday Morning Sales Tips* and *Real-World Selling for Out-of-This World Results*.

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## CERTIFICATION COURSE LISTING

### Strategic Planning Work

1. Sales Territory Management
2. Selling Strategy: Before Prospect Contact Part 1 - Strategy Decisions
3. Selling Strategy: Before Prospect Contact Part 2 - Selling From Strength
4. Selling Strategy: Before Prospect Contact Part 3 - Developing Your Sales Process
5. Selling Strategy: Before Prospect Contact Part 4 - How to Get the Meeting: Telephone Selling

### Selling Skills to Prepare For Selling:

1. Rapport and Persuasion to Sell More and Shorten Your Sales Cycle
2. Questions that Sell - The Simple A B C D Process
3. Laser Listening: The Skill to Increase Business
4. Power Persuasion Strategies: Influence a Customer to Buy
5. Negotiating and Sales: Strategies and Skills to Close More Business

### Sales Call Effectiveness

1. The Sales Call Part 1: Preparation
2. The Sales Call Part 2: Conduct a Successful Sales Call
3. The Sales Call Part 3: Present and Reduce Objections
4. After the Sale Part 1 - Create Satisfied Customers
5. After the Sale Part 2 - Compelling Email Communication
6. After the Sale Part 3 - Demonstrate Value
7. After the Sale Part 4 - Effective Testimonials

***This certificate will set you apart from the crowd when it comes to selling to enterprise customers.***