

STOPPLER HUGHES

COURSE: **Inside Sales Development**

DELIVERABLE: Certificate Program

DESCRIPTION: Participants learn how to understand the different approach of inside sales and the critical factors of selling using non-traditional and traditional modes of customer communication including telephone, instant chat, email and how they play a critical role in the consumer purchase journey. Learners will be exposed to a different way of thinking about consumer perception to inside sales approaches. We will discuss how inside and outside sales, why they are different, and what strategies result from these distinctions. We will cover relationship selling, why expectations are important to consumers, how the removal of a physical environment influences service delivery, and how companies can improve overall sales conversations.

COURSE LEARNING Upon completion of this course, the student will be able to ...

OUTCOMES:

- Understand the unique differences between inside and outside sales.
- Integrate knowledge on delivering a sales approach using contemporary tools to drive sales in practice.
- Propose solutions to practical sales challenges in inside sales approaches and script development.
- Analyze the role of inside sales, customer experience and customer engagement in the organizations' sales strategies.
- Assess the implications of new technology and opportunities arising from a dynamic market place for organizations' sales tactics.
- Compare and contrast different models of inside sales and assess the activities required in building an holistic strategy

HOURS: 32

INSTRUCTOR: Dr. Darryl Moore

CONTACT

INFORMATION: Phone: 780.266.3712
 Email: Darryl@stopplerhughes.com

CONTACT: Group Sessions, TEAMS, Hangouts

REQUIRED TEXT Fisher, R., Patton, B., & Ury, W. (2013). *Getting to yes: Negotiating agreement without giving in*. Winnipeg: Media Production Services Unit, Manitoba Education.

Daly, J. (2017). *Hyper sales growth: Street-proven systems & processes: How to grow quickly & profitably*. Charleston, SC: ForbesBooks.

LEARNING STRATEGIES: Participation is part of the learning process and students are expected to present their opinions, argue for or against issues, and/or discuss the current work environment. From time to time, students are given brief assignments or asked to have group discussions to be completed in class.

SESSION SCHEDULE:

Note: This schedule is intended as a guide only and may be altered as circumstances require.

WEEK	DATES	TOPICS	ACTIVITIES/ DUE DATES
Week 1		Inside Sales and Outside Sales Approaches	Class Learning
Week 2		Understanding Customer Requirements	Class Learning
Week 3		Creating and Delivering Scripting	Class Learning
Week 4		Inside Sales Customer Call Activities	Group Work

Participation: This course will be extremely active, very much co-created between the participant and facilitator. You can read the tentatively weekly schedule for all activities that will be counted as participation.

Cost: \$3,200/participant (Group size minimum of 5 participants)