



# BETA - Sales Training

## Selling Essentials: Prospecting and Territory Management

*Upcoming BETA Sales Training Workshop*

### Course Objectives

Successful completion of this course will increase your knowledge and ability to:

- Define territory management
- Describe techniques for prospecting and qualifying customers
- Identify how to develop a pipeline of profitable customers
- Determine how to plan for sales opportunities
- Identify techniques for making contact with prospects
- Identify strategies you will implement for prospecting and territory management



### Online Sales Training

BETA partners with Global Corporate College and Growth Development Associates (GDA) to provide media rich on-line learning. Register now for the GDA Consultative Selling bundle. The bundled courses include:

- Introduction to Consultative Selling (Free)
- Establishing Rapport
- Creating Interest
- Questioning for Needs
- Presenting the Solution
- Closing for Commitment
- Handling Objections
- Logical Selling Process

**Register:** <http://www.butlercc.edu/info/201090/business-education--and--training-analysis-beta/497/online-training-classes>

**Location:** BETA Conference Room - Andover

715 E. 13th St. east of Andover Rd. Ste. 5101S

**Date:** Thursday, February 19, 2015 12:30 - 4:30 PM

**Cost: \$65 per person.** (Call 218-6118 for group rates)

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BUSINESS EDUCATION & TRAINING ANALYSIS

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