

# READYSET SELL (B2C) TRAINING

## Curriculum Overview

This series combines skill- and application-based lessons to help build key sales competencies for customer-facing roles through seven engaging, interactive eLearning courses.

Courses		Description	Key Skills	Follow-Up Actions
Course 1	<b>First Impressions &amp; Building Rapport</b>	Uncover best practices to for making a positive first impression and building trust and rapport from the onset of the customer interaction.	<ul style="list-style-type: none"> <li>Building trust and rapport</li> <li>Representing the brand</li> <li>Making good first impressions</li> <li>Creating lasting relationships</li> </ul>	<ul style="list-style-type: none"> <li>Reflect on your own personal experiences as a customer and what good and bad looks like</li> <li>Practice responding to customer scenarios to build rapport</li> </ul>
Course 2	<b>Effective Communication</b>	Understand the various ways people communicate and learn how to tailor your message and your style for the best results.	<ul style="list-style-type: none"> <li>Recognizing verbal and non-verbal communication styles and cues</li> <li>Adapting your communication style</li> </ul>	<ul style="list-style-type: none"> <li>Practice identifying what body language communicate to others</li> <li>Reflect on a customer interaction and assess how you did</li> </ul>
Course 3	<b>Uncovering Needs</b>	Explore how asking open-ended questions and actively listening help you better understand your customer and their needs.	<ul style="list-style-type: none"> <li>Active listening</li> <li>Using open-ended, high-value questions</li> <li>Clarifying needs with questions</li> </ul>	<ul style="list-style-type: none"> <li>Practice writing high-value questions for customer scenarios</li> <li>Distinguishing high-value questions from questions that don't add value</li> </ul>
Course 4	<b>Differentiation</b>	Discover how to communicate your value by telling a compelling story that positively positions your products/ services against competitors.	<ul style="list-style-type: none"> <li>Explaining what sets your company and products apart from the competition</li> <li>Communicating the value of your recommendation</li> </ul>	<ul style="list-style-type: none"> <li>Reflect on customer scenarios and practice writing out responses that differentiate the product</li> <li>Write value statements that reiterate customer-specific benefits</li> </ul>

Course 5	Working with Teams	Uncover best practices for collaborating with team members to deliver an excellent customer experience.	<ul style="list-style-type: none"> <li>• Collaborating with others</li> <li>• Making cross-department introductions</li> <li>• Communicating effectively across teams</li> </ul>	<ul style="list-style-type: none"> <li>• Reflect on ways you can build trust with your teammates</li> <li>• Practice how you'd introduce team members to your customer when you can't personally address their needs</li> </ul>
Course 6	Addressing Customer Concerns	Discover key tactics for de-escalating unhappy customers and knowing when de-escalation isn't a viable option.	<ul style="list-style-type: none"> <li>• Recognizing and addressing customer concerns</li> <li>• Identifying which concerns merit escalation</li> <li>• Using de-escalation techniques to control and calm the conversation</li> </ul>	<ul style="list-style-type: none"> <li>• Reflect on a time you worked with difficult customer and how you handled the situation</li> <li>• Practice identifying if scenarios require escalation or de-escalation</li> <li>• Write out a response for how to de-escalate a customer in a given scenario</li> </ul>
Course 7	Making The Sale	Identify best practices for handling objections and asking for the sale.	<ul style="list-style-type: none"> <li>• Reiterating the value of your solution</li> <li>• Overcoming objections</li> <li>• Recognizing buying signals</li> </ul>	<ul style="list-style-type: none"> <li>• Practice refining your recommendation to meet a common customer need</li> <li>• Reflect on customer objections and identify how to respond</li> </ul>