

ST4Y READY

SOFTSKILLS COURSE DESCRIPTIONS AND YOUTUBE VIDEO LINK

Sales And Marketing Bundle

Body Language Basics

Body Language Basics will provide you with a great set of skills to understand that what is not said is just as important as what is displayed. It will also give you the ability to see and understand how your Body Language is being seen. You will adjust and improve how you communicate through non-verbal communication. Video Link: <https://youtu.be/dtnphgNAYbQ>

Coaching Salespeople

With our Coaching Salespeople course, your participants will discover the specifics of how to develop coaching skills. They will learn to understand the roles and responsibilities of coaching and the challenges that coaches face in working with salespeople. Video Link: <https://youtu.be/p7pGkl65NdU>

Contact Center Training

With our Contact Center Training course, your participants will learn to provide a great customer experience. They will develop skills to deal with demanding customers, build rapport, and excellent listening skills. All of these skills combined will provide an increase in overall customer satisfaction throughout your organization. Video Link: <https://youtu.be/uAGeYPo-wbw>

Creating a Great Webinar

Creating a Great Webinar provides a significant interaction between the presenter and the audience. Your participants will develop the skills needed to promote, host, or facilitate a great Webinar for your company. Sharing your passion and knowledge with a Webinar is the best way to reach many with the power of one. Video Link: https://youtu.be/Di_JSJmiP5c

Employee Recognition

Through our Employee Recognition course, your participants will recognize the value of implementing even the smallest of plans. The cost of employee recognition is minimal in relation to the benefits experienced. Employee recognition programs have been shown to increase productivity, employee loyalty, and increased safety. Video Link: <https://youtu.be/keI2gPxi7Dg>

Event Planning

With our Event Planning course, your participants will explore ways to work with vendors, security, technicians, and wait staff. They will touch on different event types such as awards ceremonies, charity events, and business conferences. Your participants will be provided the details to pull off a successful event by utilizing the proper skill set. Video Link: <https://youtu.be/X7OivDd-biQ>

High-Performance Teams Inside the Company

With our High-Performance Teams (Inside the Company) course, your participants will begin to see how important it is to develop a core set of high-performance skills while working in an office locale. By knowing and managing the way people interact in an office setting, you will be positioning your high-performance teams to accomplish any task. Video Link: <https://youtu.be/EZccaozhiZE>

High-Performance Remote Workforce

With our High-Performance Teams (Remote Workforce) course, your participants will begin to see how important it is to develop a core set of high-performance skills while working remotely. By knowing and managing the way people interact in a remote environment, you will be setting up your

high-performance teams to accomplish any task. Video Link: https://youtu.be/3PIId3v_il-c

In-Person Sales

With our In-Person Sales course, your participants will discover the specifics of what it means to become an effective salesperson and the steps to success. They will learn to connect with customers and move them through the sales process. Video Link: <https://youtu.be/AkiMPla7awQ>

Internet Marketing Fundamentals

Internet Marketing Fundamentals will provide your participants with a great set of skills to market your business online. Content is the king of Internet marketing, and your participants will need to know how to utilize your great content. If you want your business to grow, your participants need to understand Internet Marketing Fundamentals. Video Link: <https://youtu.be/Mzncbs5e2xM>

Marketing Basics

Marketing Basics will provide the basic knowledge to your participants and give them the ability to build and grow your business. Marketing has changed a lot recently, and having a new perspective will give your participants the needed information to assist them in their marketing decisions. No matter your product or service, your business will benefit from a better understanding of marketing.

Video Link: <https://youtu.be/XR3yr3mFmjM>

Media And Public Relations

Media and Public Relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network. The larger the scope, the more people know you and offer you opportunities. Video Link: <https://youtu.be/3yMtvVsb0qA>

Motivating Your Sales Team

Motivating Your Sales Team will help your participants create the right motivating environment to shape and develop their sales team with the right attitude and healthy competition. Instilling that unique seed that grows your team's motivation will increase performance and productivity. Have the best sales team you can have through better motivation. Video Link: <https://youtu.be/jW7QfXymOeM>

Multi-Level Marketing

With our Multi-Level Marketing course, your participants will discover the specifics of how multi-level marketing works and how to source agents effectively. It can be a valuable tool for building revenue and building marketing and networking circles for many companies. Video Link: <https://youtu.be/xFupePygWVA>

Overcoming Sales Objections

Overcoming Sales Objections is an essential part of the sales process, as it will open up a whole new set of opportunities. It will produce new sales and provide an ongoing relationship with new clients. Objections will always occur no matter the item being sold or presented.

Video Link: <https://youtu.be/kunuXL16glQ>

Presentation Skills

The Presentation Skills course will give participants some presentation skills to make speaking in public less terrifying and more enjoyable. This course includes topics that participants can look forward to creating an effective program, using various visual aids, and engaging the audience.

Video Link: <https://youtu.be/sEMXStVdEB0>

Proposal Writing

The Proposal Writing course will take participants through each step of the proposal writing process,

from understanding why they are writing a proposal; to gathering information; to writing and proofreading; to creating the final, professional product. Video Link: <https://youtu.be/0ZOZXHmgW3M>

Prospecting and Lead Generation

With our Prospecting and Lead Generation course, your participants will begin to see how important it is to develop a core set of sales skills. By managing and looking at how people interact and seeing things in a new light, your participants will improve almost every aspect of their sales strategy.

Video Link: <https://youtu.be/1UB0yBitSWM>

Sales Fundamentals LEVEL 1

The Sales Fundamentals course will give participants a basic sales process, plus some essential sales tools, that they can use to seal the deal, no matter the size of the sale. Your participants will become more confident, handle objections, and learn to be a great closer.

Video Link: <https://youtu.be/nbGVS4wnBUY>

Servant Leadership

With our Servant Leadership course, your participants will focus on the growth and development of their employees and ensuring their success. In doing so, the leader succeeds when their employees do. With a business team, servant leadership can not only help employees achieve and grow, but it can also benefit their leaders and the company as a whole. Video Link: <https://youtu.be/RVArUGSMtjc>

Social Media Marketing

With our Social Media Marketing course, your participants will discover the specifics of how to use social media marketing effectively. Your marketing will only succeed by utilizing different social media platforms to reach current and potential customers. Video Link: <https://youtu.be/0yiMuqnt3ek>

Telephone Etiquette

Through our Telephone Etiquette course, your participants will learn the skills to increase productivity and improve performance. This will produce a positive environment throughout your business and influence the organization. Recognizing the different skills used between inbound and outbound calls and knowing how to deal with rude or angry callers makes this course an excellent investment.

Video Link: <https://youtu.be/1oYERpsq44k>

Top 10 Sales Secrets

With our Top 10 Sales Secrets course, your participants will discover the specifics of how to develop the traits that will make them successful salespeople and how to build positive, long-lasting relationships with their customers! Video link: <https://youtu.be/9LDjcFDJOTM>

Trade Show Staff Training

Make sure your staff has the right tools to succeed with our Trade Show Staff Training course. A successful trade show will benefit your company on many levels. The most basic statistic is that it can cost half as much to close a sale made to a trade show lead as obtained through all other means. Get your staff trained and get to that trade show! Video Link: <https://youtu.be/f9qrKXP735g>