

Smart Selling Skills  
Course Factsheet



معهد المعلم  
AL MOALEM INSTITUTE

Selling **smartly**, made **easy**.

نصنعُ التمهين  
we shape careers



Established in 1992, Al Moalem Institute has been providing comprehensive training in the Kingdom of Bahrain.

With over 100+ internationally recognized certifications and qualifications, Al Moalem Institute has been human resource potential and continually shaping careers of today's workforce and the future generation.

## **Smart Selling Skills**

This Smart Selling course will teach you the practical tips and tricks on how to become a smart and effective seller and be able to hit your performance targets for your organization. We will take you to a journey involving real-world practices, scenarios, and modern day selling techniques to guide you on your way to your sales excellence.

### **How long does it take to complete the course?**

The duration of this course is 20 guided learning hours to complete.

### **Who is this course for?**

This course is ideal for:

- Those who are currently working in the sales and marketing team in organizations.
- Anyone who aims to learn practical selling skills for professional development.
- Teams and organizations involved in the sales of products and services.

### **What topics does the course cover?**

This course will cover the following topics:

- The psychology of selling
- Practices and tools used in effective selling
- Relationship between sales and marketing
- Habits of a successful sales person
- How to meet and exceed your performance targets

### **What will I gain after completing this certification?**

At the end of this course, you should be able to perform and gain the following:

- Define the relationship between marketing and sales
- Identify techniques used in successful selling
- Establish sales goals and identify ways how to meet them effectively
- Understand the important role of sales in organizations

### **How is it assessed?**

This course involves a variety of assessment methods such as role-playing, group activities, and individual tasks and assignments.

### **Do I need any prior qualifications to start this course?**

There are no formal entry requirements for this course. This course is open for anyone who would like to gain skills and knowledge about smart selling.

### **I completed and received my certification, what happens next?**

You may choose to progress and enroll to other knowledge- and skills-building courses and develop your competencies-set to grow into an outstanding and highly-desirable professional.

## **What employment opportunities can I apply for after gaining this qualification?**

You may choose to seek employment and perform job roles after accomplishing our Smart Selling course as a:

- Sales Associate
- Product Promoter
- Tele-marketing Staff

نصنؤ التمهيبن  
we shape careers

Reach us

P.O. Box 20649  
Building 1029, Road 3621  
Al Seef, Kingdom of Bahrain

+973 17400755  
[www.almoalem.net](http://www.almoalem.net)