

## Course Title: Sales Mastery for Workidoki LMS Staff

**Duration:** Approx. 3-4 hours

**Format:** Video lessons, quizzes, role-playing exercises, and real-world case studies.

**Target Audience:** New and existing sales staff.

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### Course Outline

#### Module 1: Introduction to Workidoki LMS

- **Objective:** Understand the platform, its purpose, and offerings.
  - **Topics Covered:**
    - What is Workidoki LMS?
    - Course categories & learning formats.
    - Key benefits for learners.
    - Who are our customers?
  - **Interactive Exercise:** Quick quiz on company mission and product knowledge.
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#### Module 2: The Sales Process

- **Objective:** Learn the structured approach to selling Workidoki LMS courses.
  - **Topics Covered:**
    - Identifying customer needs.
    - Presenting the value proposition.
    - Handling objections.
    - Closing the sale.
  - **Role-Playing Exercise:** Simulated sales calls with different customer personas.
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#### Module 3: Effective Communication & Customer Engagement

- **Objective:** Build strong customer relationships through professional communication.
  - **Topics Covered:**
    - The art of active listening.
    - Using persuasive language.
    - Engaging customers through chat, email, and calls.
  - **Interactive Exercise:** Practice writing an email response to a hesitant customer.
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#### Module 4: Selling Subscription Plans & Discounts

- **Objective:** Understand pricing models and promotional offers.
- **Topics Covered:**

- Subscription vs. Pay-Per-Course models.
  - How to promote discounts effectively.
  - Upselling and cross-selling techniques.
  - **Scenario Practice:** Offer a discount to a learner hesitant about price.
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## Module 5: Handling Objections & Difficult Customers

- **Objective:** Overcome customer doubts and convert leads into sales.
  - **Topics Covered:**
    - Common objections (price, time, skepticism).
    - Strategies to handle objections professionally.
    - Escalation process for dissatisfied customers.
  - **Interactive Exercise:** Sales team members respond to mock objections.
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## Module 6: Closing the Sale & Follow-Ups

- **Objective:** Ensure a smooth purchase experience and maintain long-term engagement.
  - **Topics Covered:**
    - Steps to finalize a sale.
    - Sending confirmation emails.
    - Following up for customer satisfaction and reviews.
  - **Practice Task:** Draft a follow-up message for a new learner.
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## Module 7: Performance Tracking & Continuous Improvement

- **Objective:** Monitor sales success and enhance skills.
  - **Topics Covered:**
    - Key sales performance metrics.
    - Learning from feedback and adjusting strategies.
    - Continuous learning through new product updates.
  - **Exercise:** Set personal sales improvement goals.
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## Final Assessment

- **Objective:** Test knowledge and sales readiness.
  - **Includes:**
    - Multiple-choice questions.
    - A mock sales call scenario.
    - Reflection on personal sales strategy.
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## **Certification**

Upon successful completion, participants receive a **Workidoki LMS Sales Certification**, validating their knowledge and skills.