

Effective Steel Sales & Construction Solutions

Master Effective Steel Sales and Construction Solutions

A practical journey through steel sales and construction solutions, from fundamentals to trends. Learn with real examples and apply your knowledge from day one.

29 modules

What you'll learn

- ✓ Understand the Steel Market Landscape
- ✓ Plan and Track Sales Performance
- ✓ Master Sales Closing and Contract Negotiation
- ✓ Build Strong Customer Relationships
- ✓ Develop Effective Sales Communication Skills
- ✓ Apply Steel Solutions in Construction Projects
- ✓ Leverage Technology and Tools in Steel Sales

Syllabus

1 Understanding the Steel Sales Landscape

Steel Market Overview Target Customer Identification Customer Needs Analysis Value Proposition of Steel Solutions

2 Effective Sales Communication Skills

Sales Communication Fundamentals Trust and Rapport Building Active Listening in Sales Handling Objections
Tailored Solution Presentations

3 Sales Planning and Performance Tracking

Sales Goal Setting Sales Pipeline Management Time Management in Sales Sales Performance Metrics

4 Steel Solutions in Construction Projects

Construction Industry Overview Project Identification and Steel Needs Steel Product Evaluation Technical Consultation

5 Closing Sales and Contract Management

Negotiation Techniques Pricing and Value-Based Selling Contract Negotiations
Closing Sales and Relationship Management

6 Technology and Tools in Steel Sales

Digital Sales Tools CRM in Steel Sales Sales Data Analysis Social Media Lead Generation

7 Customer Relationship Management

Customer Service Excellence Customer Complaint Management Long-Term Customer Relationships
Loyalty Programs and Repeat Business

Who is it for?

Professionals and students in construction who want to excel in steel sales and solutions