

# Introduction to Sales

GoSkills online course syllabus

Saturday, July 26, 2025

**Skill level**

Beginner

**Lessons**

31

**Accredited by**

CPD

**Pre-requisites**

None

**Video duration**

2h 22m

**Estimated study time**

15h 30m for all materials

**Instructor**

David Brownlee

## Be an Expert

---

1

### Be an Expert in Your Industry

The most successful sales people are experts in their industry. In this video we look at how to build your credibility as an expert.

2

### Be an Expert in Your Product or Service

In order to be successful in sales, you must be an expert in your products and services as well as your competitors' products and services.

3

### C.C.D. – Clear and Concise Description

In order to be successful in sales, you need to have a clear, concise description of who you help, how and why. In this video we take you through step by step and help you develop your C.C.D.

## Master Your Psychology

---

4

### Master Your Belief in Your Company

To be successful in sales you need to master your psychology. This includes mastering your belief in your company and its products or services.

5

### Master Your Belief in Yourself

In order to be successful in sales, you have to believe that you can sell the product or service.

6

### Master Your Attitude

Sales success starts with your attitude. In this video we cover how to master your attitude for success in sales.

7

### Master Your Beliefs, Attitude and Emotions - Mind Reset

In order to be successful in sales, you have to master your attitude, beliefs and emotions. Reset your mind to be positive and that positive mentality will reflect in your sales.

- 8 Master Your Beliefs, Attitude and Emotions - Mind Hack**  
In order to be successful in sales, you have to master your attitude, beliefs and emotions. Hack your mind to change some of your disempowering habits.
- 9 Master Your Beliefs, Attitude and Emotions - Mind Cleanse**  
In this video you will learn the best short cuts and strategies for breaking negative habits and negative thoughts with a mind cleanse.

## Get Connected

---

- 10 Create an Ideal Client List**  
Now that you have built the foundation for success in sales, you need to decide who you are going to sell to specifically.
- 11 Research Your Ideal Client**  
The most successful sales people get as much information about a prospect or company before they make their first connection. In this video, you'll learn how to do the same.
- 12 Reach Out**  
Now that you know who you are going to contact it is time to begin reaching out to them. In this video you will learn proven techniques for connecting with prospects.

## Get Personal

---

- 13 The Captain**  
Now that you know who you are going to contact it is time to begin reaching out to them. In this video you will learn proven techniques for connecting with The Captain personality type and how best to interact with them when building a sales relationship.
- 14 The Inspiration**  
In this video we look at The Inspiration personality type and how best to interact with them when building a sales relationship.
- 15 The Status Quo**  
In this video we look at The Status Quo personality type and how best to interact with them when building a sales relationship.
- 16 The Analyst**  
In this video we look at The Analyst personality type and how best to interact with them when building a sales relationship.

## The Horatio Effect

---

- 17 Expansive Questions**  
Questions lay the foundation for your interaction with the prospect. This video covers one of the most important elements of the sales process – the questions you ask to get information and truly understand what the prospect needs. We start with Expansive Questions.

- 18** **Narrow Questions**  
Narrow Questions are very helpful in getting information that will help you determine if the prospect is a fit for your product or service.
- 19** **In Their Own Words**  
In this video, you will discover techniques to address what is most important to the prospect every time.
- 20** **Hurts So Good**  
In this video you will learn how to gain leverage on every prospect you come in contact with.

## The Presentation

---

- 21** **The Introduction**  
In this video we look at how an introduction of an effective presentation is put together and executed.
- 22** **Address Your Prospect's Needs**  
Effective salespeople know how important it is to tailor your presentation to provide specific solutions to the prospect's needs.
- 23** **Features and Benefits**  
In this video we look at how the features and benefits of your product or service fit into your presentation.

## Solidify the Relationship

---

- 24** **Re-Cap**  
In this video we look at the importance of recapping with the prospect what you have uncovered in the meeting thus far.
- 25** **Move Forward**  
In this video we look at how important it is to assume the sale and keep moving forward towards your goal of securing the new client. This video details exactly how to do it.
- 26** **Satisfy Emotional and Logical Reasons to Buy**  
In this video you will learn how to address anything that is preventing the prospect from moving forward with you.

## The Follow Up

---

- 27** **Phone Call Follow Up**  
In this video you will learn what to do in a follow up phone call with a prospect that did not purchase.

## 28 Phone Call Follow Up 2 - Customer Care Call

In this video you will learn what to do in a follow up phone call with a prospect that did purchase, and how to get a referral from clients and prospects alike.

## 29 Email Follow Up

The most successful salespeople always follow up. In this video you will discover the strategies to follow up with prospects via email.

## 30 Email Follow Up 2 – Customer Care Email

The most successful salespeople always follow up. In this video you will discover the strategies to follow up with and clients who have purchased via email and get referrals.

## 31 Mail Follow Up

“Snail mail” is a very underutilized yet effective way to follow up and convert sales. In this video you will discover how to follow up with clients and prospects via mail.

[Go to GoSkills.com](https://www.goskills.com)