

# Sales Skills Training

The screenshot displays the 'JOLT' platform interface for 'Navigating Business Success'. The main content area is titled 'Costs of Goods Sold' and includes a 'Product Development' table, an 'Insights' section, and an 'Industry COGS Trends' section. The 'Product Development' table shows the following data:

	Decision	Cost	Avg. Competitive Cost
Raw Materials	Low	\$0.90	\$1.00
Packaging	High	\$1.10	\$1.00
Sustainability	High	\$1.10	\$1.00
<b>Total Cost of Goods Sold</b>		<b>\$3.10</b>	<b>\$3.00</b>

The 'Insights' section contains the following points:

- You chose an Affordable/Moderate Product
- Customer Focus: Affordable options, price-sensitive.
- Managing costs is critical, as your buyers are very price-sensitive and expect basic functionality.
- Sustainable practices often lead to more efficient use of resources, which can reduce production costs over time, allowing you to maintain affordability while improving margins.

The 'Industry COGS Trends' section is currently empty.

Advantex's sales training programs leverage AI-driven simulations to immerse sales professionals in realistic, risk-free scenarios that replicate real-world business challenges. Each program is tailored to align with your industry, learning objectives, and time constraints to ensure impactful, practical learning.

## Walk a Mile in the Shoes of Your Customer

Understanding your client's business is crucial to building credibility and fostering lasting relationships. Advantex's sales simulations take learners inside the client's world, allowing them to run a simulated customer business, facing real-life challenges and making critical decisions. After gaining a deeper perspective, participants switch roles to the sales side, using their newfound insights to engage in client dialogues, practice value-based selling, and refine their approach to meeting customer needs.

## Sales Methodology Training

Mastering the sales process requires more than product knowledge. Advantex's methodology simulations focus on critical sales skills such as prospecting, handling objections, and closing deals. Participants practice in dynamic, simulations where they can experiment with different strategies, receive real-time feedback, and adjust their approach to align with proven best practices. This approach not only reinforces key sales techniques but also builds the confidence to handle challenging sales scenarios effectively.

## Practice Makes Perfect

Advantex's Praction AI-enabled scenarios provide sales professionals with a risk-free space to practice critical sales dialogues and refine their methodology skills. Whether it's negotiating complex deals or managing difficult client conversations, learners engage in targeted role-play scenarios that replicate real-world sales challenges. By practicing both business acumen and sales techniques, participants build the skills needed to elevate their performance and drive business results.



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