BODY OF KNOWLEDGE

Professional Selling Skills

PSS · 9 weeks · 45 lessons

Capstone artefact: Personal Sales Playbook

WEALTHPRO AFRICA · E-LEARNING PROGRAMME 2026–2027 · "STRUCTURED. PRACTICAL. CREDIBLE."

Overview

About WealthPro Africa

WealthPro Africa is a structured, OECD-aligned e-learning platform delivering financial literacy and professional skills education across African markets, including Kenya, Nigeria, Ghana, Uganda, Tanzania, and Rwanda. Every lesson is built to the WealthPro 14-Point Lesson Standard and delivered on the WealthPro LMS, powered by OpenEdX, so learning stays practical, credible, and grounded in the realities of the African professional context.

About This Course

Professional Selling Skills (PSS) is for sales professionals at all stages, from first-time salespeople to those seeking structured mastery, across both B2B and B2C contexts in African markets. There are no formal prerequisites. The course builds a complete, structured selling competence from the ground up, covering every stage of the sales cycle: prospecting, rapport, discovery, presentation, objection handling, negotiation, closing, follow-up, and account management, grounded in relationship-driven African buying cultures.

PSS is a skills course, not a motivational one. It is structured across three levels: Level 1 (Beginner) builds the pipeline foundation through prospecting, rapport, discovery, and presentation; Level 2 (Intermediate) develops higher-pressure skills in objection handling, negotiation, and closing with follow-up systems; and Level 3 (Advanced) moves into strategic account management, digital and CRM-based selling, and the completed Personal Sales Playbook. Every lesson produces a tangible output that feeds the learner's own field-ready playbook.

Course Learning Outcomes

1. PSS-CO1: Identify and qualify high-potential prospects using digital and offline methods in African market contexts.
2. PSS-CO2: Build trusted client relationships through active listening, empathy, and needs-focused discovery.
3. PSS-CO3: Construct and deliver compelling, evidence-based sales presentations aligned to client needs.
4. PSS-CO4: Handle objections confidently using structured reframing and consultative selling techniques.
5. PSS-CO5: Apply principled negotiation frameworks to reach agreements that deliver value to all parties.
6. PSS-CO6: Close deals professionally and build long-term client value through consistent follow-up systems.
7. PSS-CO7: Manage key accounts strategically and leverage digital sales tools to expand pipeline and reach.

How to Use This Body of Knowledge

This Body of Knowledge maps the full scope of the course: its domains, learning objectives, and key terms. Use it to preview the scope before you begin, as a study checklist during the course, and as a professional reference afterwards. The BOK is the map; the LMS is the journey.

Capstone Artefact

The capstone artefact is the Personal Sales Playbook: a field-ready, role-specific operational document that captures your entire selling system in one place. It is built progressively across all nine weeks, with each lesson workshop and workbook activity contributing one component, and includes your Ideal Customer Profile, prospect list, rapport and discovery scripts, SPIN question bank, value proposition, objection bank, negotiation preparation template, closing frameworks, 30/60/90-day follow-up cadence, key account tier matrix, digital sales stack inventory, KPI dashboard, and 90-day sprint plan. It is graded against the WealthPro SOLO Workbook Grading Rubric V1.0, with L4 (Relational) the minimum for course completion credit.

Recommended Resources

- WealthPro Africa (2026). Professional Selling Skills Workbook, PSS01/02/03. WealthPro Africa. Available at: lessons.wealthpro.africa
- Rackham, N. (1988). SPIN Selling. McGraw-Hill, New York.
- Fisher, R., Ury, W. and Patton, B. (2011). Getting to Yes: Negotiating Agreement Without Giving In. 3rd edn. Penguin Books, New York.
- Dixon, M. and Adamson, B. (2011). The Challenger Sale: Taking Control of the Customer Conversation. Portfolio/Penguin, New York.
- Cialdini, R.B. (2006). Influence: The Psychology of Persuasion. Revised edn. HarperCollins, New York.
- LinkedIn (2023). State of Sales Report 2023: Africa and Emerging Markets Supplement. LinkedIn Sales Solutions. Available at: **https://business.linkedin.com/sales-solutions**

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DOMAIN 1: PROSPECTING AND LEAD GENERATION (11%)

Learning Objectives

1. Construct an Ideal Customer Profile (ICP) by segmenting a target market into targetable groups based on need, access, and revenue potential.
2. Apply offline prospecting methods, including personal networks, community events, and referral frameworks, adapted to the relationship-driven sales culture of African markets.
3. Use digital and social selling platforms, including LinkedIn and Facebook, to identify and engage prospects, with awareness of digital divide realities across African regions.
4. Craft a 30-second elevator pitch that communicates who you are, what you offer, and the specific benefit to the customer, localised to the African business context.
5. Produce a live prospect list of at least ten qualified names with a one-sentence value proposition tailored to each prospect.

Key Terms

- Ideal Customer Profile (ICP)
- Market segmentation
- Lead generation
- Prospecting
- Referral network
- Community-based selling
- Social selling
- LinkedIn Sales Navigator
- Elevator pitch
- Value proposition
- Digital divide
- Warm outreach
- Cold outreach
- Prospect qualification
- Pipeline

DOMAIN 2: BUILDING RAPPORT AND UNDERSTANDING NEEDS (14%)

Learning Objectives

1. Apply first-impression and trust-building principles, including professional presentation, warm greeting, and finding common ground, within the cultural context of African business relationships.
2. Demonstrate active listening skills: use open-ended questions, clarification prompts, and empathy statements to create a conversation ratio that is at least 60% client-speaking.

3. Apply the SPIN Selling framework (Situation, Problem, Implication, Need-payoff) to uncover both explicit and implicit customer needs in a structured discovery conversation.
4. Adapt selling approach to four buyer personality types, analytical, amiable, decisive, and sceptical, and navigate committee-based or consensus-driven buying decisions.

Key Terms

- Rapport
- Trust-building
- First impression
- Active listening
- Open-ended questions
- Clarification prompt
- Empathy statement
- SPIN Selling
- Situation questions
- Problem questions
- Implication questions
- Need-payoff questions
- Explicit needs
- Implicit needs
- Buyer personality types

DOMAIN 3: EFFECTIVE SALES PRESENTATIONS AND PITCHING (10%)

Learning Objectives

1. Construct a value proposition using the "We help [target] achieve [benefit] by [solution]" formula, tailored to an African market buyer context.
2. Integrate a contextualised success story into a sales narrative that creates emotional connection and builds credibility through local, relatable examples.
3. Design sales materials using the 10/20/30 presentation rule with a benefit-over-features focus and culturally relevant visuals appropriate for African business audiences.
4. Demonstrate pitch delivery skills, voice modulation, eye contact, body language, and composure, calibrated for settings ranging from a one-on-one conversation to a boardroom panel.
5. Complete a 5-minute pitch practice session, applying a self and peer review checklist covering value proposition clarity, storytelling effectiveness, and physical delivery.

Key Terms

- Value proposition
- Benefit-over-features
- 10/20/30 rule
- Storytelling in sales
- Sales narrative
- Sales deck

- Voice modulation
- Eye contact discipline
- Body language
- Pitch practice
- Peer review checklist
- Credibility signals
- Culturally relevant visuals
- Emotional connection
- Pitch delivery

DOMAIN 4: HANDLING OBJECTIONS AND CONSULTATIVE SELLING (13%)

Learning Objectives

1. Identify the three most common objection categories in African sales contexts, price, interest, and timing, and articulate the hidden concerns that typically underlie each.
2. Apply at least two structured objection-handling techniques, including the Feel-Felt-Found method and the Yes-But pivot, in a role-play or scenario exercise.
3. Describe the consultative selling mindset and demonstrate the shift from product-focused to problem-solving selling through an empathy-and-expertise framework.
4. Reframe objections as buying opportunities using price-to-ROI, risk-to-guarantee, and timing-to-urgency-cost transformations appropriate for an African business context.

Key Terms

- Objection
- Hidden concern
- Feel-Felt-Found method
- Yes-But pivot
- Reframing technique
- Consultative selling
- Trusted adviser
- Problem-solver mindset
- Price objection
- ROI reframe
- Risk objection
- Timing objection
- Urgency cost
- Empathy in selling
- Credibility through expertise

DOMAIN 5: NEGOTIATION SKILLS FOR SALES (11%)

Learning Objectives

1. Distinguish distributive from integrative negotiation and explain when each approach is appropriate in an African sales context, including settings where haggling culture creates specific dynamics.
2. Prepare for a sales negotiation by identifying your BATNA, defining your walk-away point, and researching the client's likely constraints and alternatives.
3. Recognise common negotiation tactics, anchoring, flinching, and trading concessions, and apply appropriate counter-tactics without damaging rapport.
4. Close a negotiation from verbal agreement to documented commitment, managing scope creep and maintaining relationship quality through the transition to contract.

Key Terms

- Negotiation
- Win-win negotiation
- Distributive negotiation
- Integrative negotiation
- BATNA (Best Alternative to a Negotiated Agreement)
- Walk-away point
- Anchoring
- Flinching
- Trading concessions
- Manipulative tactic
- Principled negotiation
- Scope creep prevention
- Verbal commitment
- Haggling culture
- Pre-negotiation intelligence

DOMAIN 6: CLOSING THE DEAL AND FOLLOW-UP (12%)

Learning Objectives

1. Identify verbal and non-verbal buying signals and demonstrate the transition from discovery to closing without creating unnecessary pressure.
2. Apply at least three closing techniques, assumptive, summary, and alternative close, calibrated to consensus-based and committee-driven buyers common in African markets.
3. Design a professional post-sale follow-up system including a 30/60/90-day communication cadence, value-add touch points, and CRM-tracked pipeline management.

4. Build a referral and advocacy framework that turns satisfied buyers into active brand advocates using referral ask scripts and testimonial capture methods.

Key Terms

- Buying signal
- Verbal closing cue
- Non-verbal closing cue
- Assumptive close
- Summary close
- Alternative close
- Urgency close
- Consensus-based buyer
- Committee decision-making
- Post-sale follow-up
- 30/60/90-day cadence
- Value-add touch
- Brand advocate
- Referral framework
- CRM pipeline management

DOMAIN 7: KEY ACCOUNT MANAGEMENT AND STRATEGIC SALES (9%)

Learning Objectives

1. Apply the Pareto principle and a revenue-strategic value matrix to tier an account portfolio into key, growth, and maintenance accounts.
2. Build a strategic account plan that includes objectives, a stakeholder map, competitive threat analysis, and documented growth opportunities.
3. Demonstrate executive-level selling skills: translate value into P&L language, map political relationships within a client organisation, and build multi-level sponsor networks.
4. Apply account health scoring criteria to identify at-risk key accounts and design a retention intervention plan that neutralises competitive displacement risk.

Key Terms

- Key account
- Account tiering
- Pareto principle (80/20 rule)
- Strategic account plan
- Stakeholder map
- Competitive threat analysis
- Account health score
- Retention strategy
- Executive-level selling
- C-suite navigation
- Multi-level sponsor
- P&L language
- Political mapping
- Competitive displacement

- Account portfolio management

DOMAIN 8: TECHNOLOGY AND DIGITAL SELLING (9%)

Learning Objectives

1. Apply LinkedIn Sales Navigator and content-led outreach strategies to generate qualified prospects through digital channels, including automated sequences that retain a personal touch.
2. Implement CRM best practices, pipeline hygiene, activity logging, and forecast accuracy discipline, that make your sales data actionable and trustworthy.
3. Demonstrate professional virtual selling presence including camera discipline, virtual demo tool operation, and asynchronous video prospecting techniques.
4. Apply win-rate analysis and conversion funnel diagnostics to identify the stage in your sales process with the highest drop-off and design targeted improvement actions.
5. Curate a personal digital sales stack of three to five tools appropriate for your role, and configure your LinkedIn profile as an active sales asset.

Key Terms

- LinkedIn Sales Navigator
- Social selling
- Content-led outreach
- Outreach automation
- CRM (Customer Relationship Management)
- Pipeline hygiene
- Forecast accuracy
- Video selling
- Virtual demo
- Async video prospecting
- Win-rate analysis
- Conversion funnel
- Activity-to-outcome ratio
- Digital sales stack
- Data-driven selling

DOMAIN 9: CREATING YOUR SALES PLAYBOOK (CAPSTONE) (11%)

Learning Objectives

1. Conduct a personal end-to-end sales process audit from prospecting through to follow-up, identifying at least three gaps or underperforming stages with a documented improvement plan.

2. Document winning plays and scripts, including best-performing talk tracks, five or more tested objection responses, and closing phrases, in playbook format.
3. Build a personal KPI dashboard with five to seven leading sales indicators, realistic targets, and a weekly review ritual that creates a habit of data-driven self-management.
4. Present the completed Personal Sales Playbook to peers, incorporate structured feedback, and produce a final refined version that meets the WealthPro SOLO Rubric L4 (Relational) standard or above.

Key Terms

- Personal Sales Playbook
- Sales process audit
- Talk track
- Objection bank
- Closing framework
- Follow-up cadence
- KPI dashboard
- Leading indicator
- Lagging indicator
- Weekly review ritual
- Peer review
- Playbook stress-test
- SOLO Taxonomy
- Sales self-assessment
- 90-day sprint plan