

ADVANCED SALES TECHNIQUES AND CLOSING SKILLS

“Mastering the Psychology, Strategy, and Science of High-Impact Selling”

Schedule

Date	Venue	Fees
08 – 09 Jan 2026	Dubai, UAE	USD 1995 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

Today’s sales professionals operate in highly informed, competitive, and fast-paced environments where traditional techniques no longer suffice. To succeed, they must combine emotional intelligence, customer insight, and strategic conversation with refined closing techniques that build trust and create value. This two-day advanced sales course is designed for experienced salespeople and account managers looking to elevate their skills, strengthen their sales process, and close more deals. It blends proven methods with modern strategies, emphasizing high-value selling, objection handling, and relationship-based closing.

Objectives

By the end of this course, participants will be able to:

- Apply advanced questioning and consultative selling strategies.
- Identify and respond to different customer decision-making styles.
- Build credibility and influence using emotional intelligence and active listening.
- Address objections and hidden concerns with confidence.
- Use proven closing techniques to secure commitments.
- Strengthen follow-up processes to improve retention and repeat sale.

Why Attend

- Take your selling skills from good to exceptional with practical frameworks.
- Understand buyer psychology and behavior at a deeper level.
- Learn how to position yourself as a strategic partner, not just a vendor.
- Master closing techniques tailored to today's empowered buyers.
- Receive live coaching, feedback, and peer insights.

Target Audience

This program is designed for:

- Senior sales professionals and account executives
- Business development managers and consultants
- Key account managers and relationship officers
- Sales team leaders and client-facing specialists
- Professionals looking to boost closing ratios and revenue

Individual Benefits

Key competencies that will be developed include:

- Consultative and solution-oriented selling
- Objection handling and negotiation
- Closing strategy customization
- Rapport building and customer retention
- Strategic communication and persuasion

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased win rates and faster sales cycles
- Stronger client relationships and account retention
- Improved forecasting accuracy and sales consistency
- More confident, professional, and performance-driven sales teams
- Competitive advantage through refined sales skills

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- High-Impact Lectures – Selling psychology and technique breakdowns
- Role Plays – Simulated client conversations and closings
- Sales Clinics – Live feedback and coaching on sales pitches
- Group Exercises – Team-based objection handling and persuasion games
- Templates – Deal progress trackers, call plans, and closing checklists
- Reflection Tools – Personal strengths/weaknesses mapping

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Building Influence and Selling Strategically

- **Module 1: Advanced Sales Psychology and Buyer Behavior (07:30 – 09:30)**

- Understanding decision-making styles
- Emotional triggers and value perception
- Reading verbal and non-verbal buying signals

- **Module 2: Strategic Questioning and Consultative Selling (09:45 – 11:15)**

- SPIN, Challenger, and Insight-based selling models
- Diagnosing client needs beyond surface-level requests
- Guiding prospects to their “why now?”

- **Module 3: Positioning and Value Messaging (11:30 – 01:00)**

- Differentiating in competitive markets
- Framing value through client-centric language
- Building trust and demonstrating ROI

- **Module 4: Workshop – Reframing Sales Conversations (02:00 – 03:30)**

- Practice: turning product pitches into value discussions
- Instructor feedback and peer coaching

Day 2: Objection Handling and Closing with Confidence

- **Module 5: Handling Objections and Buyer Resistance (07:30 – 09:30)**

- Uncovering true objections vs. surface-level pushback
- Techniques: feel-felt-found, cushion-clarify-close
- Turning objections into closing opportunities

- **Module 6: Mastering Closing Techniques (09:45 – 11:15)**

- Trial closes, assumptive closes, and urgency strategies
- Gaining micro-commitments throughout the process
- Recognizing when not to push for the close

- **Module 7: Follow-Up and Post-Sale Engagement (11:30 – 01:00)**

- Post-close trust building
- Cross-selling, upselling, and long-term value creation
- Preventing buyer’s remorse and returns

- **Module 8: Final Role Plays and Action Planning (02:00 – 03:30)**

- Simulated closing conversation
- Feedback, coaching, and personal sales improvement plan

Certification

Participants who complete the program will receive a Certificate of Completion in **Advanced Sales Techniques and Closing Skills**, recognizing their enhanced ability to lead sales conversations, overcome objections, and consistently close deals with professionalism and confidence.

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