MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

INCREASING SALES & PROFITABILITY EXPONENTIALLY

"Proven Strategies to Maximize Revenue, Elevate Margins, and Drive Sustainable Growth"

Schedule

Date	Venue	Fees
05 – 06 Feb 2026	Dubai, UAE	USD 1995 per delegate
05 – 06 Aug 2026	Muscat, Oman	USD 1995 per delegate

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

Introduction

In today's hyper-competitive business landscape, incremental growth is no longer enough. Companies must take bold, data-driven actions to increase revenue streams, streamline sales efforts, and enhance profit margins. This course focuses on practical and impactful methods to achieve exponential sales growth and profitability.

Participants will explore innovative sales strategies, customer value optimization, pricing techniques, and performance models that deliver immediate and measurable results. The training is grounded in real-world case studies and hands-on exercises that can be applied across industries.

Objectives

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

- Apply growth-focused sales methodologies to unlock exponential gains
- Identify high-profit customer segments and tailor value propositions
- Build a repeatable and scalable sales process
- Integrate strategic pricing models to protect and grow margins
- Use KPIs and sales dashboards to measure and accelerate performance
- Align sales activities with business strategy and market opportunities

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Why Attend

- Discover the science behind exponential sales growth
- Learn pricing and margin tactics that boost bottom-line results
- Design customer-centric strategies that maximize lifetime value
- Equip your sales team with repeatable, results-driven frameworks
- Gain competitive edge through improved sales planning and execution

Target Audience

This program is designed for:

- Sales managers, directors, and team leaders
- Business development and commercial managers
- Entrepreneurs and business owners
- Marketing professionals involved in revenue growth
- Finance professionals seeking profit-enhancing insights

Individual Benefits

Key competencies that will be developed include:

- Strategic account targeting and pipeline development
- Revenue forecasting and margin analysis
- High-performance sales planning and activity management
- Negotiation and value-based selling techniques
- Data-driven decision-making and performance tracking

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased revenue through strategic sales design
- Improved profit margins through optimized pricing and targeting
- Enhanced productivity of sales teams and channels
- Stronger alignment between sales strategy and customer needs
- Clear ROI tracking for growth initiatives

Instructional Methodology

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

- Strategy Briefings – Sales models, pricing frameworks, and growth levers
- Case Studies – Success stories from exponential-growth organizations
- Workshops – Deal structure simulations, pricing strategy labs, and targeting exercises
- Peer Exchange – Sales process benchmarking and team exercises
- Tools – Sales funnel templates, profitability calculators, KPI dashboards

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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 a Foundation for Exponential Sales Growth

- Module 1: Strategic Sales Planning (07:30 – 09:30) • Aligning sales strategy with business goals • Creating growth targets and KPIs
- Module 2: Target Market and Value Proposition Design (09:45 – 11:15) • Segmenting customers and identifying high-profit segments • Crafting customer value propositions that convert
- Module 3: Optimizing the Sales Process (11:30 – 01:00) • Building repeatable sales stages from lead to close • Eliminating friction points in sales journeys
- Module 4: Sales Funnel Workshop (02:00 – 03:30) • Visualizing and optimizing your sales pipeline

Day 2: Driving Profitability and Long-Term Results

- Module 1: Pricing for Profit (07:30 – 09:30) • Understanding price elasticity and customer value pricing • Strategies to increase margins without losing volume
- Module 2: Sales Negotiation & Value Selling (09:45 – 11:15) • Shifting from price to value conversations • Objection handling and deal closing techniques
- Module 3: Sales Metrics and Performance Dashboards (11:30 – 01:00) • Monitoring conversion rates, deal sizes, and profitability
- Module 4: Final Exercise & Action Plan (02:00 – 03:30) • Participants build a growth roadmap for their sales function

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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