

# ALPHA SALES SYSTEM

“Master the Psychology, Process, and Precision of High-Performance Selling”

## Schedule

| Date             | Venue                  | Fees                  |
|------------------|------------------------|-----------------------|
| 04 - 05 Mar 2026 | Kuala Lumpur, Malaysia | USD 1995 per delegate |

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

## Introduction

In today’s competitive markets, sales professionals need more than charisma—they need a proven, structured approach to closing deals with consistency and confidence. The ALPHA Sales System is a performance-driven sales methodology that combines psychology, value proposition design, and tactical closing techniques to drive results.

This 2-day workshop is built for salespeople, business developers, and sales leaders seeking a repeatable system that transforms cold leads into loyal customers. The course blends behavior-based selling techniques with powerful tools for prospecting, presenting, handling objections, and closing with confidence.

## Objectives

- By the end of this course, participants will be able to:
- Apply the 5-step ALPHA sales methodology from lead generation to closing
  - Understand buyer psychology and adapt their approach to different personas
  - Build compelling value propositions and pitch with clarity
  - Handle objections and negotiation scenarios with confidence
  - Create a high-impact sales script tailored to their product or service
  - Use follow-up systems that convert indecision into commitment

## Why Attend

- Learn a sales system that's practical, structured, and scalable
- Discover techniques that increase your closing rate and shorten the sales cycle
- Improve confidence, communication, and client trust in every interaction
- Eliminate guesswork from your prospecting, pitching, and follow-up process
- Get personalized feedback on your sales style, pitch, and negotiation tactics

## Target Audience

This program is designed for:

- Sales executives and business development professionals
- Key account managers and customer success teams
- Entrepreneurs, consultants, and service providers
- Anyone responsible for selling, presenting, or negotiating deals

## Individual Benefits

Key competencies that will be developed include:

- Consultative selling and client discovery techniques
- Value-based communication and objection handling
- Lead conversion and follow-up strategies
- Negotiation and closing skills
- Personal sales pitch development and delivery

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased lead-to-close conversion ratios
- More consistent and professional sales conversations
- Greater alignment between sales messaging and client needs
- Improved sales forecasting and customer pipeline visibility
- Stronger client relationships and retention rates

## Instructional Methodology

This course uses a high-energy, role-play-based learning model:

- Sales Briefings – Key principles of persuasive and structured selling
- Case Scenarios – Real-world client meetings and objection handling
- Workshops – Pitch creation, closing scripts, and ALPHA method planning
- Peer Exchange – Sales strategy feedback and confidence-building sessions
- Tools – ALPHA sales planner, pitch canvas, and objection response sheet

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: Foundations of the ALPHA Sales System**

- Module 1: A – Attract the Right Leads (07:30 – 09:30) • Targeting your ideal client profile • Building awareness through strategic outreach
- Module 2: L – Learn the Client's Pain (09:45 – 11:15) • Discovery conversations and active listening • Mapping pain points to your solution
- Module 3: P – Present a Tailored Solution (11:30 – 01:00) • Value proposition framing and storytelling • Visual and verbal presentation skills
- Module 4: Workshop – Creating Your ALPHA Script (02:00 – 03:30) • Participants build and deliver their custom ALPHA pitch

**Day 2: Handling Objections and Closing the Deal**

- Module 1: H – Handle Objections with Confidence (07:30 – 09:30) • Common objections and structured response strategies • Managing resistance and building credibility
- Module 2: A – Ask for the Commitment (09:45 – 11:15) • Closing techniques that reduce pressure and build trust • Creating a sense of urgency without discounting
- Module 3: The Follow-Up Formula (11:30 – 01:00) • Follow-up templates and lead re-engagement techniques
- Module 4: Role Play & Feedback Lab (02:00 – 03:30) • Participants simulate client meetings and receive peer coaching

Certification

Participants will receive a Certificate of Completion in ALPHA Sales System, validating their mastery of the structured techniques required to increase close rates and build long-term client relationships.

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.

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

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.