MAWA EVENTS

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

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

ART & SCIENCE OF MASTERFUL SOLUTION SELLING

"Transforming Sales Conversations into Client Commitments"

Schedule

Date	Venue	Fees
04 – 05 Mar 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate
10 – 11 Nov 2026	Doha, Qatar	USD 1995 per delegate
09 – 10 Dec 2026	Doha, Qatar	USD 1995 per delegate

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

Introduction

In today\'s hyper-competitive landscape, traditional sales methods no longer suffice. Customers are more informed, have higher expectations, and are looking for value-based engagements rather than product pitches. This training empowers sales professionals with the mindset, skills, and tools to elevate client conversations from transactional to transformational.

The program blends proven solution selling techniques with strategic communication frameworks to help salespeople uncover client needs, co-create solutions, and build lasting trust that drives long-term business. It focuses not only on the \"art\" of influence and relationship-building but also the \"science\" of structured sales processes and strategic value positioning.

Objectives

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

- Master the principles and frameworks of solution selling
- Uncover and qualify complex client needs through consultative dialogue
- Communicate differentiated value propositions aligned with client priorities
- Manage objections and price pressures through strategic reframing
- Close high-value deals with confidence and integrity

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Why Attend

This course is essential for those looking to boost win rates, shorten sales cycles, and build enduring client relationships. You will learn how to approach sales challenges with a blend of insight, structure, and emotional intelligence—resulting in elevated performance and customer satisfaction.

Target Audience

This course is ideal for:

- Sales Executives and Managers
- Business Development Professionals
- Key Account Managers
- Client-Facing Consultants and Pre-Sales Engineers
- Anyone involved in complex B2B selling

Individual Benefits

- Gain confidence in leading sales conversations with decision-makers
- Increase ability to uncover needs and co-create value
- Learn techniques to differentiate beyond price
- Improve closing ratio and overall sales performance

Organizational Benefits

- Consistent and consultative sales approach across teams
- Enhanced client loyalty and strategic account growth
- Higher conversion rates from proposals to deals
- Improved sales forecasting and pipeline health

Instructional Methodology

The training will be delivered using:

- Interactive presentations with case examples
- Role plays and real-world simulations
- Group problem-solving sessions
- Individual reflection and coaching
- Practical tools and templates for immediate application

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Course Outline

DETAILED 2-DAY COURSE OUTLINE

Delivery Format: Face-to-Face | Language: English

Day 1

- Module 1: Rethinking the Sales Mindset (09:00 – 10:30)
- From pitching to partnering
- Buyer behavior in today’s market
- Core principles of solution selling
- Module 2: Discovery Through Dialogue (11:00 – 12:30)
- Questioning strategies to uncover true needs
- Building rapport and trust rapidly
- Differentiating between symptoms and root causes
- Module 3: Crafting High-Impact Value Propositions (13:30 – 15:00)
- Structuring your offering around client priorities
- Linking features to financial and strategic value
- Tools to articulate ROI and business case
- Module 4: Managing Stakeholders & Sales Resistance (15:15 – 16:30)
- Navigating complex buyer groups
- Identifying champions and influencers
- Handling objections and price pushback**Day 2**
- Module 5: Structuring the Sales Process (09:00 – 10:30)
- Mapping the buyer journey and aligning stages
- Forecasting and pipeline management
- Using tools and CRM insights effectively
- Module 6: Influence and Persuasion in B2B Sales (11:00 – 12:30)
- Applying behavioral science to sales
- Emotional intelligence in negotiation
- Ethical persuasion frameworks
- Module 7: Presenting Solutions & Closing Confidently (13:30 – 15:00)
- Presenting solutions with clarity and impact
- Avoiding common closing pitfalls
- Building commitment and securing next steps
- Module 8: Embedding Learning into Sales Practice (15:15 – 16:30)
- Personal action planning
- Applying templates and tools
- Peer feedback and coaching

Certification

Participants who successfully complete the Art & Science of Masterful Solution Selling course will be awarded a Certificate of Completion attested by the training provider, recognizing their practical competency in advanced B2B selling techniques.

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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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