

SALES WARRIOR

"Winning the Sales Battlefield with Strategy, Skill, and Confidence"

Schedule

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

Introduction

Today's sales environment demands more than just charm and persistence. It requires a warrior's mindset—focused, strategic, and relentless. This highly practical course is designed for sales professionals who are committed to mastering the full cycle of selling from lead generation to successful closing.

"Sales Warrior" equips participants with the tactical tools, persuasive communication techniques, and performance habits needed to thrive in high-stakes sales situations. Whether you are pursuing new clients or managing key accounts, this program will sharpen your ability to engage decisively and close effectively.

Objectives

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

- Identify and capitalize on high-potential sales opportunities
- Communicate value clearly and overcome objections with confidence
- Develop a winning sales pitch aligned with buyer needs
- Apply a structured approach to building relationships and closing deals
- Cultivate a proactive, disciplined, and goal-oriented sales mindset

Why Attend

- Elevate your personal sales performance and confidence
- Learn to sell based on customer needs, not product features
- Increase your closing rate and shorten your sales cycle
- Gain practical tools, scripts, and strategies for real-world application
- Engage in live practice and feedback with experienced facilitators

Target Audience

This course is ideal for:

- Field Sales Representatives
- Inside Sales and Tele-sales Professionals
- Account Managers and Sales Team Leaders
- Entrepreneurs and Business Development Officers
- Anyone involved in sales looking to gain a tactical edge

Individual Benefits

Key competencies that will be developed include:

- Prospecting and opportunity qualification
- Persuasive sales communication
- Relationship-based selling
- Handling rejection and staying motivated
- Closing strategies that drive results

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased revenue through higher closing ratios
- Stronger customer relationships and retention
- Consistent, scalable sales processes across the team
- Improved ability to handle price objections and competitive threats
- More motivated, resilient, and focused sales professionals

Instructional Methodology

The course follows a highly interactive and practical learning approach:

- Strategy Briefings - Core selling concepts, buyer behavior, and positioning
- Case Studies - Real-world B2B/B2C scenarios to analyze winning approaches
- Workshops - Hands-on exercises to build scripts, pitches, and value messages
- Peer Exchange - Roleplay sessions and group critique
- Tools - Call preparation checklists, objection-handling scripts, and follow-up templates

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: The Sales Warrior Mindset & Sales Process Mastery

- Module 1: Psychology of Selling Success (07:30 – 09:30)
 - Characteristics of high-performing salespeople
 - Rewiring beliefs, energy, and attitude for success
- Module 2: Understanding the Customer Journey (09:45 – 11:15)
 - What buyers want vs. what sellers do
 - Emotional triggers and logic in decision-making
- Module 3: Sales Process & Conversation Frameworks (11:30 – 01:00)
 - Building rapport, diagnosing needs, offering solutions
 - Questioning techniques to uncover real pain points
- Module 4: Workshop – Build Your Killer Sales Script (02:00 – 03:30)
 - Crafting your opening, pitch, and value proposition

Day 2: Objection Handling, Closing & Sales Influence

- Module 1: Objection Handling Like a Pro (07:30 – 09:30)
 - Reframing objections as buying signals
 - Language patterns to neutralize resistance
- Module 2: Closing with Confidence (09:45 – 11:15)
 - Closing techniques that build trust
 - Creating urgency without pressure
- Module 3: Roleplay Session – Live Sales Scenarios (11:30 – 01:00)
 - Practicing negotiation, objection handling, and closing
- Module 4: Action Planning and Performance Tracking (02:00 – 03:30)
 - Creating a 30-day sales improvement plan

Certification

Participants will receive a Certificate of Completion in Sales Warrior Training, recognizing their advanced capabilities in persuasive selling, customer engagement, and deal closing techniques.

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:

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