

IMPACTFUL SALES TECHNIQUES, PROSPECTING & LEAD GENERATION

“Boosting Sales Performance Through Persuasive Techniques and Targeted Prospecting”

Schedule

Date	Venue	Fees (Face-to-Face)
04 – 05 Mar 2026	Dubai, UAE	USD 1995 per delegate

Introduction

In today’s highly competitive market, successful sales professionals must not only close deals—they must also continuously generate quality leads, build rapport quickly, and adapt to evolving buyer behaviors. High-impact sales require structured approaches, refined techniques, and proactive prospecting strategies.

This 2-day dynamic and practical course equips participants with the tools to enhance sales performance across all stages of the sales funnel. Participants will learn how to identify prospects, engage decision-makers, present value convincingly, and follow up effectively to convert leads into loyal customers.

Objectives

- By the end of this course, participants will be able to:
- Apply proven sales techniques to increase conversion and deal success
 - Identify, target, and qualify high-potential leads and prospects
 - Use questioning and listening techniques to uncover customer needs
 - Deliver persuasive sales pitches and handle objections confidently
 - Develop action plans for consistent lead generation and follow-up

Why Attend

- To improve closing rates by applying a structured sales approach
- To gain practical tools for prospecting and pipeline building
- To learn how to handle buyer objections with confidence and credibility
- To develop communication techniques that resonate with various client types
- To increase sales consistency and long-term client engagement

Target Audience

This program is designed for:

- Sales executives and account managers
- Business development professionals
- Inside and outside sales representatives
- Customer-facing personnel responsible for generating leads or closing deals
- Entrepreneurs and sales support staff involved in business growth

Individual Benefits

Key competencies that will be developed include:

- Prospecting and lead qualification skills
- Pitch delivery and value-based selling
- Handling objections and closing deals
- CRM discipline and follow-up strategy
- Confidence and resilience in sales conversations

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased lead conversion and customer acquisition rates
- More structured and measurable sales activity
- Improved customer relationship management
- A scalable prospecting and sales process
- Stronger contribution to revenue growth and client retention

Instructional Methodology

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

- Strategy Briefings – Effective sales models, buyer psychology, and pipeline management
- Case Studies – Prospecting success stories and objection handling challenges
- Workshops – Role-play and simulations in sales calls and lead engagement
- Peer Exchange – Group sharing of successful strategies and lessons learned
- Tools – Templates for prospecting scripts, objection maps, and follow-up planners

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: Prospecting and Lead Engagement**
- Module 1: The Modern Sales Process and Buyer Psychology (07:30 - 09:30) • The evolving role of the salesperson • Understanding today's customer and decision-making process • The psychology of trust, persuasion, and influence
 - Module 2: Prospecting Techniques That Work (09:45 - 11:15) • Building and refining your prospecting list • Social selling, cold calling, and email outreach • Developing effective opening lines and hook statements
 - Module 3: Qualifying Leads and Building Pipeline (11:30 - 01:00) • BANT and other qualification frameworks • Prioritizing high-potential prospects • Tracking and managing leads using CRM
 - Module 4: Workshop - Prospecting Simulation (02:00 - 03:30) • Group exercise to develop prospecting scripts and lead plans
- Day 2: Sales Conversations, Objections and Closing**
- Module 1: High-Impact Sales Conversations (07:30 - 09:30) • Questioning and listening skills • Consultative selling and identifying buyer needs • Building value before discussing price
 - Module 2: Objection Handling Strategies (09:45 - 11:15) • Common objections and response frameworks • Staying calm and confident during resistance • Turning objections into buying signals
 - Module 3: Closing the Deal and Following Up (11:30 - 01:00) • Closing techniques: assumptive, urgency-based, and choice closing • Creating a sense of urgency and commitment • Post-sale follow-up and relationship nurturing
 - Module 4: Final Sales Role-Play and Action Plan (02:00 - 03:30) • Role-play scenarios with feedback • Developing a 30-day sales activity plan

Certification

Participants will receive a Certificate of Completion in Impactful Sales Techniques, Prospecting & Lead Generation, confirming their ability to effectively prospect, engage, and convert leads into lasting business relationships.

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