MAWA EVENTS

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

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EFFECTIVE SALES THROUGH CUSTOMER-FOCUSED STRATEGIES

"Drive Revenue Growth by Aligning Sales Tactics with Customer Needs and Behaviors"

Schedule

Date	Venue	Fees (Face-to-Face)
06 – 08 Oct 2026	Doha, Qatar	USD 2495 per delegate

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

Introduction

In today's competitive and customer-driven marketplace, traditional sales techniques are no longer sufficient. To close deals consistently and build long-term relationships, sales professionals must adopt customer-centric strategies that focus on delivering value, solving problems, and creating meaningful engagement throughout the buyer journey.

This dynamic 3-day course provides participants with a structured, consultative approach to selling that is rooted in understanding customer needs, motivations, and decision-making styles. It equips professionals with practical tools to enhance trust, handle objections, and convert interest into long-term business.

Objectives

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

- Understand and apply customer-focused selling principles and techniques
- Identify customer buying behaviors and tailor sales approaches accordingly
- Build rapport, ask powerful questions, and uncover hidden needs
- Present value-based solutions that drive decision-making and loyalty
- Manage the sales pipeline, overcome objections, and close effectively

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Why Attend

- Learn proven techniques to build trust and increase closing ratios
- Shift from product-pushing to solution-based selling
- Improve listening, questioning, and persuasive communication skills
- Discover how to align your value proposition with customer priorities
- Strengthen long-term relationships and drive repeat business

Target Audience

This program is designed for:

- Sales executives, account managers, and sales consultants
- Business development professionals and client relationship managers
- Marketing and customer service personnel involved in sales processes
- Entrepreneurs and business owners looking to grow their sales capability
- Anyone involved in B2B or B2C selling environments

Individual Benefits

Key competencies that will be developed include:

- Customer needs assessment and buying style adaptation
- Consultative and value-based selling
- Objection handling and negotiation
- Sales presentation and closing techniques
- Pipeline and account management

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Higher sales effectiveness and conversion rates
- Improved customer retention and repeat business
- Sales approaches aligned with brand values and customer experience goals
- Enhanced collaboration between sales, marketing, and service teams
- Revenue growth driven by stronger client relationships

Instructional Methodology

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

- Strategy Briefings – Concepts in modern sales psychology and customer buying patterns
- Case Studies – Real-world examples of customer-driven sales transformations
- Workshops – Live role-plays, pitch refinement, and solution development exercises
- Peer Exchange – Group feedback on challenges, wins, and techniques
- Tools – Sales call planning templates, objection-response matrices, and CRM planning sheets

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Course Outline

DETAILED 3-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 Customer-Focused Selling

- Module 1: Shifting to a Customer-Centric Mindset (07:30 – 09:30) • Why customers buy and how they decide • Consultative vs. transactional selling
- Module 2: Understanding Customer Needs (09:45 – 11:15) • Building rapport and trust • Effective questioning and listening techniques
- Module 3: Workshop – Customer Persona & Pain Point Mapping (11:30 – 01:00) • Define buyer types and their core challenges
- Module 4: Peer Exchange – Sales Challenges in Your Market (02:00 – 03:30) • Group discussion and best-practice sharing

Day 2: Presenting Value and Navigating the Sales Journey

- Module 1: Solution Selling and Value Propositions (07:30 – 09:30) • Communicating benefits, not features • Tailoring solutions to buyer priorities
- Module 2: Handling Objections Effectively (09:45 – 11:15) • Types of objections and response strategies • Building confidence through preparation
- Module 3: Workshop – Crafting & Delivering Sales Pitches (11:30 – 01:00) • Practice delivering high-impact, tailored value presentations
- Module 4: Group Feedback Session – Pitch Refinement (02:00 – 03:30) • Critique and refine pitches for clarity and persuasion

Day 3: Closing, Follow-Up, and Long-Term Relationships

- Module 1: Closing Techniques and Commitment Triggers (07:30 – 09:30) • Recognizing buying signals and closing at the right time • Trial closes, assumptive closes, and value re-confirmation
- Module 2: Managing the Sales Pipeline (09:45 – 11:15) • Forecasting, opportunity tracking, and CRM best practices
- Module 3: Workshop – Objection Simulation and Closing Roleplay (11:30 – 01:00) • Real-time handling of complex sales scenarios
- Module 4: Final Plan – Sales Strategy for Your Key Accounts (02:00 – 03:30) • Develop a personal sales improvement plan

Certification

Participants will receive a Certificate of Completion in Effective Sales Through Customer-Focused Strategies, validating their ability to apply consultative sales techniques that build trust, enhance customer relationships, and deliver sustainable sales results.

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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