MAWA EVENTS

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

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

SOLUTION SELLING

""Shifting from Product Pitches to Value-Based Client Solutions""

Schedule

Date	Venue	Fees (Face-to-Face)
10 – 11 Nov 2025	Doha – Qatar	USD 1995 per delegate

Introduction

Today's B2B buyers are more informed, selective, and focused on measurable outcomes than ever before. Traditional product-based sales approaches no longer suffice in complex and competitive markets. Solution Selling is a consultative sales methodology that focuses on identifying customer pain points and aligning tailored solutions that deliver tangible business value.

This practical 2-day course helps sales professionals shift their mindset from "selling products" to "solving problems." Participants will learn how to uncover client needs, position their offering as a strategic solution, and build long-term relationships based on value and trust.

Objectives

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

- Understand and apply the core principles of the Solution Selling methodology
- Identify customer pain points and align solutions with measurable business outcomes
- Develop consultative questioning and listening techniques
- Differentiate their offer from competitors by focusing on value and impact
- Handle objections and close deals using a value-driven approach

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Why Attend

- Stand out in crowded markets by offering solutions, not just products
- Build deeper relationships with clients through trust and insight
- Increase deal sizes and close rates by targeting business impact
- Equip your sales team with a proven, repeatable selling process
- Respond more effectively to modern, complex B2B buying behavior

Target Audience

This program is designed for:

- B2B Sales Professionals and Key Account Managers
- Business Development and Pre-Sales Consultants
- Customer Success and Client Relationship Managers
- Sales Engineers and Technical Sales Reps
- Commercial and Marketing Executives

Individual Benefits

Key competencies that will be developed include:

- Consultative selling and value-based communication
- Needs analysis, pain discovery, and business justification
- Crafting solution presentations that resonate with decision-makers
- Collaborative selling and objection handling
- Strategic questioning and active listening skills

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved conversion rates and customer retention
- Better alignment between sales strategy and customer needs
- Enhanced ability to sell premium solutions at higher margins
- Consistent and scalable sales process for complex sales cycles
- Stronger differentiation from competitors through value-based messaging

Instructional Methodology

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

- Strategy Briefings – Solution Selling framework, stages, and skills
- Case Studies – Real-world sales scenarios and transformation examples
- Workshops – Role-plays and simulations to apply consultative techniques
- Peer Exchange – Collaborative selling challenges and feedback sessions
- Tools – Discovery questions templates, solution pitch frameworks, objection-handling scripts

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Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Understanding Buyer Needs and Positioning Solutions

- Module 1: Introduction to Solution Selling (07:30 – 09:30) • How B2B buying behavior has changed • Overview of the Solution Selling methodology • From product focus to outcome focus
- Module 2: Customer Discovery and Pain Identification (09:45 – 11:15) • Uncovering explicit and latent needs • Identifying pain points with business consequences • Using probing and layered questioning
- Module 3: Consultative Communication Skills (11:30 – 01:00) • Active listening and empathy • Tailoring the message to different stakeholders • Mapping needs to solutions
- Module 4: Workshop – Customer Discovery Role-Play (02:00 – 03:30) • Practice scenario: Interviewing a buyer to uncover needs • Group debrief and coaching

Day 2: Creating Value, Handling Objections, and Closing

- Module 5: Building and Presenting the Solution (07:30 – 09:30) • Linking features to benefits and outcomes • Positioning against competitors and status quo • Tailoring proposals to buyer priorities
- Module 6: Objection Handling and Negotiation (09:45 – 11:15) • Understanding types of objections • Reframing concerns into advantages • Negotiating with value, not just price
- Module 7: Closing Techniques for Complex Deals (11:30 – 01:00) • Signals of buying readiness • Closing based on business impact • Managing post-sale follow-through
- Module 8: Workshop – Final Sales Simulation (02:00 – 03:30) • Participants deliver a complete consultative pitch • Peer feedback and instructor evaluation

Certification

Participants will receive a Certificate of Completion in Solution Selling, recognizing their ability to apply consultative sales techniques and deliver customer-focused solutions that create measurable business value.

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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