MAWA EVENTS

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

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IMPECTFUL SALES TECHNIQUES, PROSPECTING AND LEAD GENERATION

“Master the Art of Selling – Proven Techniques to Attract, Engage & Convert High-Quality Leads”

Schedule

Date	Venue	Fees (Face-to-Face)
15 – 16 Sep 2026	Manama, Bahrain	USD 1995 per delegate

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

Introduction

In today\'s competitive market, selling is no longer about pushing products — it\'s about building trust, solving problems, and creating lasting value. High-performing sales professionals must master the art of prospecting, qualifying leads, and using psychology-backed selling techniques to drive results.

This 2-day power-packed training delivers practical, modern, and proven strategies for generating quality leads, building rapport quickly, handling objections, and closing with confidence. Whether you\'re selling services, solutions, or high-ticket products, this course will transform your approach and accelerate your sales growth.

Objectives

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

- Apply modern prospecting techniques to identify and reach ideal clients
- Build value-based conversations and convert cold leads into warm prospects
- Handle objections with confidence and close deals effectively
- Create persuasive sales pitches using proven communication frameworks
- Leverage digital tools for lead generation and pipeline management

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Why Attend

- Learn actionable prospecting strategies for immediate use
- Understand the psychology of buyer behavior and decision-making
- Build confidence with real-time practice and roleplays
- Get templates and scripts for emails, calls, and follow-ups
- Upgrade your sales techniques for today\'s digital buyer

Target Audience

This course is ideal for:

- Sales Executives & Business Development Professionals
- Account Managers & Client Relationship Officers
- Entrepreneurs and Small Business Owners
- Tele-sales Representatives
- Marketing Professionals responsible for lead generation
- Anyone in a client-facing or revenue-generating role

Individual Benefits

Participants will gain skills in:

- Prospect qualification and lead scoring
- Building rapport and trust with prospects
- Closing techniques that drive conversions
- Cold outreach via phone, email, LinkedIn, and more
- Managing pipelines and follow-ups with precision

Organizational Benefits

Your organization will benefit from:

- Increased conversion rates and revenue
- Shorter sales cycles with more effective prospecting
- Improved customer interactions and brand reputation
- Aligned sales messaging across teams
- More empowered and confident sales professionals

Instructional Methodology

The course follows a high-engagement, practical format:

- Strategy Briefings – Selling psychology, frameworks, and principles
- Live Roleplays – Real-time practice and feedback on objections and closing
- Case Studies – High-converting sales scenarios and breakdowns
- Peer Exchange – Practice with partners and share feedback
- Tools – Cold email templates, objection-handling scripts, CRM sample pipelines

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Course Outline

Detailed 2-Day Course Outline

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

Day 1: High-Impact Prospecting & Lead Generation

- Module 1: Sales Funnel & Modern Buyer Psychology (07:30 – 09:30)
- Understanding today's buying journey
- Mapping cold, warm, and hot leads
- Module 2: Prospecting Techniques That Work (09:45 – 11:15)
- Email outreach, social selling, cold calls, inbound attraction
- Module 3: Creating Your Lead Generation Toolkit (11:30 – 01:00)
- Tools, templates, lead magnets, CRM basics
- Module 4: Workshop – Building a Personal Prospecting System (02:00 – 03:30)

Day 2: Converting Prospects & Closing Deals

- Module 1: Effective Sales Conversations (07:30 – 09:30)
- Framing value, using questions to uncover needs
- Module 2: Handling Objections Confidently (09:45 – 11:15)
- Reframing objections into buying signals
- Module 3: Closing Strategies for Any Sales Situation (11:30 – 01:00)
- Trial closes, assumptive closes, urgency triggers
- Module 4: Final Practice, Roleplay & Action Plan (02:00 – 03:30)

Certification

Participants will receive a Certificate of Completion in Impactful Sales Techniques & Lead Generation, certifying their readiness to prospect, pitch, and close sales using modern, results-driven approaches.

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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