

ACTIONABLE SELLING SKILLS: TOOLS AND TECHNIQUES

“Master Proven Sales Tools and Techniques to Drive Revenue and Close Deals Effectively.”

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

In today’s competitive business environment, effective selling requires more than persuasion—it demands actionable strategies, proven tools, and a structured approach. Understanding customer needs, presenting value, and handling objections skillfully are essential for maximizing sales performance.

The Actionable Selling Skills course equips sales professionals with practical techniques, frameworks, and tools to improve prospecting, qualification, pitching, and closing. Through interactive exercises and real-world case studies, participants will learn to apply actionable strategies that generate measurable sales results.

Objectives

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

- Understand the psychology of buyers and decision-making processes.
- Master key sales tools for prospecting, qualification, and lead management.
- Develop effective questioning, listening, and presentation techniques.
- Handle objections and negotiate effectively to close deals.
- Apply actionable sales strategies to different customer segments.
- Build long-term customer relationships and drive repeat business.
- Measure and analyze sales performance to continuously improve results.
- Integrate sales techniques with CRM and digital tools for efficiency.

Why Attend

Sales professionals need actionable techniques to stay ahead of the competition and achieve targets. This course provides practical, hands-on methods for improving sales effectiveness, increasing conversion rates, and building stronger customer relationships.

Target Audience

This course is suitable for:

- Sales Executives and Account Managers
- Business Development Professionals
- Customer Relationship Managers
- Marketing and Sales Support Staff
- Entrepreneurs and Small Business Owners
- Professionals looking to enhance their selling capabilities

Individual Benefits

- Gain practical skills in prospecting, pitching, and closing deals.
- Enhance communication, negotiation, and relationship-building skills.
- Improve confidence in handling objections and influencing decisions.
- Learn to apply actionable sales strategies in real-world scenarios.
- Boost personal sales performance and career growth potential.
- Develop the ability to analyze sales data for continuous improvement.

Organizational Benefits

- Increase sales effectiveness and revenue generation.
- Enhance team capability in managing leads and closing deals.
- Improve customer satisfaction through value-based selling approaches.
- Build a structured and repeatable sales process across the organization.
- Reduce sales cycle time and increase conversion rates.
- Foster a culture of continuous improvement and measurable results.

Instructional Methodology

The training employs a practical, hands-on approach through:

- Interactive lectures and live demonstrations of sales techniques
- Real-world case studies and role-playing exercises
- Step-by-step application of tools and frameworks for sales processes
- Group workshops and collaborative problem-solving sessions
- Assignments focused on prospecting, pitching, and negotiation
- Continuous feedback, coaching, and Q&A sessions to reinforce learning

Course Outline

- Module 1: Understanding Buyers – Psychology and Decision-Making
- Module 2: Sales Prospecting and Lead Qualification Techniques
- Module 3: Effective Questioning, Listening, and Communication Skills
- Module 4: Value-Based Selling and Presentation Skills
- Module 5: Handling Objections and Negotiation Strategies
- Module 6: Closing Techniques and Deal Acceleration
- Module 7: Building Long-Term Customer Relationships
- Module 8: Sales Tools, CRM Integration, and Digital Techniques
- Module 9: Measuring Sales Performance and Continuous Improvement
- Module 10: Capstone Exercise – Applying Actionable Sales Techniques in Real Scenarios

Certification

Upon successful completion, participants will receive a Certificate in Actionable Selling Skills: Tools and Techniques, validating their expertise in applying practical sales methods to drive measurable results and improve revenue performance.

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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