

## ADVANCED SELLING SKILLS & TECHNIQUES

*“Master Strategic Selling Techniques to Increase Revenue, Build Customer Loyalty, 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 marketplace, successful selling requires more than product knowledge—it demands advanced skills in understanding customer needs, building trust, and influencing decisions. Effective sales professionals combine strategy, communication, and psychological insights to close deals and drive business growth.

The Advanced Selling Skills & Techniques course equips participants with proven strategies and practical tools to enhance their selling capabilities. Participants will learn consultative selling, negotiation, objection handling, and relationship management techniques to achieve higher sales performance.

### Objectives

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

- Understand advanced sales strategies and consultative selling techniques.
- Identify and analyze customer needs and buying behaviors.
- Build strong, trust-based relationships with clients.
- Handle objections and overcome resistance effectively.
- Negotiate and close deals with confidence.
- Apply strategic account management to maximize sales opportunities.
- Utilize digital tools and CRM systems to enhance the sales process.
- Measure and evaluate sales performance for continuous improvement.

## Why Attend

This course is essential for sales professionals, account managers, and business development executives who want to enhance their selling effectiveness and drive revenue growth. Participants will gain practical, actionable skills to increase customer satisfaction, loyalty, and business results.

## Target Audience

This course is suitable for:

- Sales Executives, Managers, and Account Managers
- Business Development Professionals
- Client Relationship Managers
- Customer Success and Support Teams involved in sales
- Entrepreneurs and Business Owners
- Professionals seeking to improve their sales strategy and effectiveness

## Individual Benefits

- Gain confidence in consultative selling and relationship-building techniques.
- Enhance ability to handle objections and close deals successfully.
- Improve communication, persuasion, and influencing skills.
- Develop strategic thinking for key accounts and business growth.
- Increase professional credibility and sales performance.
- Learn to use digital tools and CRM for effective sales management.

## Organizational Benefits

- Increase revenue and profitability through effective sales techniques.
- Strengthen client relationships and improve customer loyalty.
- Enhance team capability in strategic selling and account management.
- Reduce sales cycle time and improve deal closure rates.
- Build a professional sales culture aligned with organizational objectives.
- Support sustainable business growth and market competitiveness.

## Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on advanced sales strategies and techniques
- Real-world case studies and sales scenario analysis
- Role-playing exercises for consultative selling, objection handling, and closing
- Workshops on account planning, negotiation, and relationship management
- Group exercises to practice strategic sales approaches
- Continuous feedback, coaching, and Q&A sessions to reinforce learning

## Course Outline

- Module 1: Fundamentals of Advanced Selling Skills
- Module 2: Understanding Customer Needs and Buying Behavior
- Module 3: Consultative Selling Techniques
- Module 4: Building Trust and Long-Term Client Relationships
- Module 5: Objection Handling and Problem Solving
- Module 6: Negotiation Strategies and Deal Closure Techniques
- Module 7: Key Account Management and Strategic Selling
- Module 8: Utilizing CRM and Digital Tools for Sales Optimization
- Module 9: Measuring Sales Performance and Continuous Improvement
- Module 10: Capstone Exercise – Real-World Sales Simulation and Strategy Implementation

## Certification

Upon successful completion, participants will receive a Certificate in Advanced Selling Skills & Techniques, validating their expertise in strategic selling, relationship management, and achieving high-performance 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.

<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
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