

## POWERFUL SALESMAN - ILM ENDORSED

*“Transform Your Selling Skills and Become a High-Impact, Results-Driven Sales Professional.”*

### Schedule

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

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

### Introduction

In today’s competitive market, sales success depends not only on product knowledge but also on effective communication, relationship-building, and strategic selling techniques. Becoming a powerful salesman requires mastering these skills to influence, persuade, and close deals consistently.

The Powerful Salesman – ILM Endorsed course equips sales professionals with proven strategies and practical tools to enhance performance, build trust with clients, and achieve measurable results. Endorsed by the Institute of Leadership & Management (ILM), this program combines theory, interactive exercises, and real-world simulations to help participants develop a winning sales approach.

### Objectives

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

- Understand the principles of effective sales and consultative selling.
- Identify customer needs, motivations, and buying behavior.
- Build strong client relationships and establish trust quickly.
- Deliver persuasive presentations and product demonstrations.
- Handle objections and close deals confidently.
- Apply strategies to increase sales performance and revenue.
- Leverage communication, negotiation, and influence skills in selling.
- Evaluate and continuously improve sales techniques and results.

## Why Attend

Sales professionals face constant pressure to meet targets and outperform competitors. This ILM-endorsed course provides actionable techniques, interactive practice, and expert guidance to help participants enhance selling skills, boost confidence, and achieve exceptional results in any sales environment.

## Target Audience

This course is ideal for:

- Sales Representatives and Executives
- Account Managers and Business Development Professionals
- Retail and B2B Sales Professionals
- Marketing Professionals supporting sales teams
- Entrepreneurs and Business Owners seeking to improve sales skills
- Anyone aiming to become a top-performing sales professional

## Individual Benefits

- Gain confidence and mastery in all stages of the sales process.
- Develop advanced communication, persuasion, and negotiation skills.
- Learn to identify client needs and offer effective solutions.
- Build strong, lasting relationships with customers.
- Improve ability to handle objections and close deals successfully.
- Enhance career growth and professional credibility in sales.

## Organizational Benefits

- Increase sales performance and revenue generation.
- Improve customer satisfaction and loyalty through effective engagement.
- Strengthen overall sales team capability and consistency.
- Align sales strategies with organizational objectives.
- Enhance competitiveness in the market through skilled sales professionals.
- Foster a culture of results-driven, high-performance selling.

## Instructional Methodology

The training employs an interactive and ILM-endorsed approach through:

- Role-playing and sales simulation exercises
- Real-world case studies and examples
- Hands-on workshops on prospecting, presenting, and closing
- Group discussions and peer feedback sessions
- Communication, persuasion, and influence exercises
- Actionable assignments to apply skills immediately
- Continuous guidance, Q&A, and coaching from experienced instructors

### Course Outline

- Module 1: Introduction to Sales Excellence and Principles
- Module 2: Understanding Customer Needs and Buying Behavior
- Module 3: Consultative Selling Techniques
- Module 4: Building Rapport and Establishing Trust
- Module 5: Effective Sales Presentations and Demonstrations
- Module 6: Handling Objections and Difficult Clients
- Module 7: Negotiation and Closing Strategies
- Module 8: Leveraging Digital Tools and CRM for Sales Success
- Module 9: Measuring and Improving Sales Performance
- Module 10: Capstone Project – Real-World Sales Simulation

### Certification

Upon successful completion, participants will receive an ILM-Endorsed Certificate in Powerful Salesman, recognizing their expertise in consultative selling, client engagement, and achieving consistent 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:

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