MAWA EVENTS

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

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

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

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.

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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

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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:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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