

## THE STRATEGIC AND BREAKTHROUGH SELLING WORKSHOP

*“Master Advanced Selling Techniques to Close More Deals and Achieve Exceptional Sales Performance.”*

### Schedule

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

### Introduction

In today’s competitive market, sales success requires more than just basic selling skills. Strategic and breakthrough selling involves understanding client needs deeply, crafting tailored solutions, and influencing decisions to maximize value.

The Strategic and Breakthrough Selling Workshop equips participants with advanced sales strategies, negotiation techniques, and psychological insights to achieve higher sales effectiveness. Participants will learn to create compelling value propositions, overcome objections, and close deals confidently.

### Objectives

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

- Understand the principles of strategic and breakthrough selling.
- Analyze customer needs and buying behaviors effectively.
- Develop value-driven sales strategies tailored to client requirements.
- Craft persuasive presentations and proposals.
- Overcome objections and handle difficult negotiations successfully.
- Build long-term client relationships based on trust and credibility.
- Apply advanced closing techniques to maximize sales conversion.
- Integrate strategic selling into daily sales practices for consistent results.

## Why Attend

This workshop provides practical, hands-on training to elevate sales performance. Participants will gain tools, strategies, and confidence to win competitive deals, exceed sales targets, and create lasting client relationships.

## Target Audience

This course is suitable for:

- Sales Executives, Representatives, and Account Managers
- Business Development Professionals
- Sales Team Leaders and Managers
- Entrepreneurs and Business Owners
- Customer Relationship Managers
- Anyone involved in B2B or B2C sales seeking higher performance

## Individual Benefits

- Enhance selling skills with advanced strategies and techniques.
- Improve ability to influence, negotiate, and close deals.
- Gain confidence in managing complex sales cycles.
- Develop skills to build trust and long-term client relationships.
- Increase personal sales performance and professional growth.
- Acquire actionable tools to handle objections and challenges effectively.

## Organizational Benefits

- Boost overall sales team effectiveness and revenue generation.
- Increase client acquisition and retention rates.
- Improve alignment between sales strategy and business objectives.
- Strengthen the organization's market competitiveness.
- Foster a culture of strategic, value-driven selling.
- Enhance client satisfaction and long-term partnerships.

## Instructional Methodology

The workshop employs a highly interactive and practical approach through:

- Case studies of successful strategic selling practices
- Role-playing and simulation exercises for real-world sales scenarios
- Workshops on prospecting, needs analysis, and value proposition development
- Interactive exercises on overcoming objections and negotiation strategies
- Group discussions, peer feedback, and problem-solving sessions
- Tools and templates for managing the sales process and pipeline
- Continuous guidance, Q&A sessions, and coaching from experienced instructors

### Course Outline

- Module 1: Introduction to Strategic and Breakthrough Selling
- Module 2: Understanding Buyer Behavior and Customer Needs
- Module 3: Developing Value-Driven Sales Strategies
- Module 4: Effective Sales Presentations and Proposals
- Module 5: Advanced Techniques for Objection Handling
- Module 6: Negotiation Skills for Competitive Advantage
- Module 7: Building Trust and Long-Term Client Relationships
- Module 8: Closing Techniques for Maximum Conversion
- Module 9: Integrating Strategic Selling into Daily Practice
- Module 10: Capstone Exercise – Designing and Executing a Strategic Sales Plan

### Certification

Upon successful completion, participants will receive a Certificate in Strategic and Breakthrough Selling, recognizing their ability to apply advanced sales strategies, close deals effectively, and drive business growth.

### 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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