

STRATEGIC SALES TRAINING

“Boost Revenue and Drive Business Growth Through Advanced Sales Strategies”

Schedule

Date	Venue	Fees (Face-to-Face)
12 - 13 Oct 2026	Doha, Qatar	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today’s competitive marketplace, organizations require sales teams that are not only skilled but strategically oriented to achieve sustainable growth. This 2-day intensive training equips participants with the tools, techniques, and mindset required to develop high-impact sales strategies, enhance customer relationships, and drive revenue performance.

Through interactive workshops, case studies, and real-world examples, participants will learn how to identify opportunities, align sales strategies with business objectives, and execute plans effectively. The program empowers sales professionals to improve performance, overcome challenges, and contribute to organizational success.

Objectives

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

- Develop and implement strategic sales plans aligned with organizational goals
- Understand buyer behavior and customer relationship management
- Apply consultative selling and solution-based approaches
- Analyze market trends and competitive landscapes for strategic advantage
- Enhance negotiation, persuasion, and closing skills
- Track performance metrics and optimize sales processes

Why Attend

- Learn advanced sales strategies that deliver measurable results
- Improve customer engagement and satisfaction
- Enhance negotiation and closing capabilities
- Gain insights into market trends and competitive positioning
- Network with sales professionals and share best practices

Target Audience

This program is designed for:

- Sales managers and business development professionals
- Account managers and key account executives
- Marketing and sales support staff
- Entrepreneurs and business owners looking to strengthen sales skills
- Professionals responsible for driving revenue growth

Individual Benefits

Key competencies that will be developed include:

- Strategic sales planning and execution
- Consultative and solution-based selling skills
- Effective customer relationship management
- Negotiation and closing techniques
- Performance analysis and sales optimization

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased sales effectiveness and revenue generation
- Stronger customer engagement and retention
- Improved alignment of sales strategies with business objectives
- Enhanced team collaboration and sales process efficiency
- Ability to adapt to changing market dynamics

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Deep dive into sales strategy development and execution
- Case Studies - Real-world examples of successful sales campaigns
- Workshops - Hands-on exercises in sales planning, negotiation, and closing
- Peer Exchange - Group discussions on challenges and lessons learned in sales
- Tools - Templates and frameworks for sales strategy, pipeline management, and performance tracking

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Strategic Sales

Module 1: Introduction to Strategic Sales (07:30 – 09:30)

- Overview of strategic sales principles
- Aligning sales with organizational objectives
- Understanding the modern sales landscape

Module 2: Customer Behavior and Market Analysis (09:45 – 11:15)

- Buyer personas and decision-making patterns
- Market trends and competitive analysis

Module 3: Consultative Selling Techniques (11:30 – 01:00)

- Solution-focused approaches
- Building trust and credibility with customers

Module 4: Workshop – Developing Sales Strategies (02:00 – 03:30)

- Creating actionable sales plans
- Identifying opportunities and prioritizing targets

Day 2: Advanced Sales Techniques and Performance Optimization

Module 1: Negotiation and Persuasion Skills (07:30 – 09:30)

- Techniques for successful negotiations
- Overcoming objections and closing deals

Module 2: Sales Performance Metrics (09:45 – 11:15)

- Key performance indicators and tracking tools
- Analyzing pipeline performance and conversion rates

Module 3: Case Studies & Best Practices (11:30 – 01:00)

- Examples of high-performing sales strategies
- Lessons learned for practical implementation

Module 4: Workshop – Action Planning and Wrap-Up (02:00 – 03:30)

- Individual action plans to implement sales strategies
- Q&A and course feedback

Certification

Participants will receive a Certificate of Completion in Strategic Sales Training, validating their expertise in advanced sales strategies, consultative selling, and performance optimization for measurable business 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

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.