



Sales, Marketing and Customer Service

Advanced Skills for Effective Sales

Course Introduction

Achieving success requires the sales person to become a challenger and a strategic partner with clients. So now it is crucial for sales to develop more effective management tools for themselves and the environment they sell in.

Skills for Effective Sales

By understanding and actualizing the art of narrating stories in their pitches, they will be able to make that “Aha!” moment for prospects. Getting to this moment will captivate your clients and strength your business relationship with them. This learning experience will support the sales department to create more compelling sales calls, close deals right and achieve **SMART** objectives.

Target Audience

Who is this course for, and can benefit the most

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist
- Customer Service Officers

Learning Objectives

At the end of the training course, participants will be able to

- Use the 8 styles of communication to close more sales
- Access your highest level of confidence in every sales situation
- Gain the trust of your prospects faster than the competition
- Successfully navigate the four phases of performance necessary to consistently achieve your goals
- Learn the proven formula to sell directly to your clients' specific emotional needs
- Understand the ways you are unintentionally sabotaging your sales and success
- Establish and maintain instant alignment with your prospective customers

Course Outline

• 01 Day one

Selling in today's World

- The logic of product features is overrated
- The new attention span of buyers
- Buying decisions: Logical or Emotional?

Know your Clients' type:

- Strategic buyers
- Spendthrifts
- Average Spenders
- Frugalists
- How to appeal to each type of buyers?

• 02 Day Two

Selling with Stories

- What is A sales story
- Six attributes of A story
- Sales story activity
- Why Tell Sales Stories?
- Types of stories
- When to use stories?

Capture Attention

- Body signals
- The 3Vs of Story Telling
- Visual power
- Vocal power
- Verbal Power

• 03 Day Three

Build Trust

- Establishing Rapport
- usiness Rapport

- Personal Rapport
- Getting Buyers to Tell Their Story

Neuro Selling

- Neuroscience means new tools
- Personal vs. scientific selling
- Tapping into the emotional brain
- Emotional intelligence in selling

• 04 Day Four

Personal Branding for Sales

- Clients buy you 1st
- Personal Brand Development
- “Evaluate Yourself “
- Personal SWOT analysis
- Create/ develop your Brand

• 05 Day Five

Close the Sales

- Arming your Pitch with Relevant Stories
- Build your Sales Story Pitch
- Generating Loyalty & Developing Advocacy

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 5, 2025	May 9, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 4, 2025	Aug. 8, 2025	5 days	4950.00 \$	Spain - Madrid
Nov. 3, 2025	Nov. 7, 2025	5 days	4250.00 \$	UAE - Dubai