



Sales, Marketing and Customer Service

Certified Professional Sales Person (CPSP)

Course Introduction

CPSP program

This CPSP program is designed based on the strategic sales process and incorporates the emotional needs and psychological triggers that drive any decision. This goes beyond the technicalities of making a sale and goes deep into the psychology of it by explaining the cycle a client goes through when in the purchase process, how to speak directly to clients' needs and how to communicate with clients in the manner in which they want to be communicated with.

Costing sales

This training course aims to help participants understand how to replace current behaviors that are costing sales with new ones that will help them, achieve sales goals faster and more consistently. This course will highlight topics such as communicating with clients in their preferred style that allows for an easy decision, proven formula to selling directly to your clients' specific emotional needs, and phases of performance necessary to consistently achieve your goals.

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

The changing business environment

- The evolution of personal selling
- Marketing
- Consultative
- Strategic
- Partnering
- Social
- The new sales competencies
- Behaviors, characteristics and skills of a successful salesperson
- Assessing performance according to specific sales indicators

- The 10 root causes of sales problems • Personal selling profile

Preparation and self-organization

- Personal management
- Self-mastery
- Personal planning
- Self-talk
- Personal image
- Time management for salespeople
- Understanding the psychology of selling
- Developing strategies for sales success

• 02 Day Two

The sales process

- Prospecting and qualifying
- Pre-approach
- Approach
- Presentation and demonstration
- Overcoming objections
- Closing
- Follow up and maintenance
- Product selling versus service selling
- A glimpse into different selling models

Business negotiations skills

- Principles of successful negotiations
- Communication
- Planning
- Trading concessions
- The six elements of successful sales negotiations
- The power of questioning and probing
- The BATNA principle
- Establishing ranges and understanding the limits

• 03 Day Three

Managing the customer relationship

- Basics of building customer relationships

- 5 rules for successful relationships
- The essence of attitude in relationship building
- The art of sales communications
- Influencing sales outcomes
- The 8 styles of communication to close more sales
- Gaining the trust of your prospects faster than the competition
- The four phases of performance necessary to consistently achieve your goals
- The proven formula to sell directly to your clients' specific emotional needs

• 04 Day Four

Ways you are unintentionally sabotaging your sales and success

- Establishing instant alignment with your prospective customers
- Are your client communications stalling before getting to the sale?
- Learning new techniques and still not seeing actual results

• 05 Day Five

Steps to move your clients through the buyer's journey with ease

- Habits that drive results vs simply learning new information
- Sales techniques that are effective in today's sales environment
- Resolving objections proactively to close the sale faster

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 5, 2025	May 9, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 25, 2025	Aug. 29, 2025	5 days	5950.00 \$	USA - Texas
Nov. 17, 2025	Nov. 21, 2025	5 days	4250.00 \$	UAE - Dubai