



Sales, Marketing and Customer Service

## The Art of Selling: Advanced Sales Skills

## Course Introduction

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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.

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.

### **Training Course Methodology**

This training course is designed to be highly interactive and participatory. To ensure maximum comprehension and retention, this training will utilize a variety of proven virtual learning methods such as break-out sessions for group discussions and brainstorming, virtual icebreakers, recorded videos, case studies, and readings.

## Target Audience

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**Who is this course for, and can benefit the most**

- Project Officers
- Administrative officers

## Learning Objectives

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

- Recognize the true dynamic changes of today's selling
- Diagnose the reasons behind such changes
- Identify Why Clients' buy or postpone?
- Discover Different types of Clients
- Build ways to appeal to the different types
- Develop improved self-awareness and emotional intelligence in professional selling
- Understand the difference and balance between scientific selling and personal selling
- Master self-management and goal setting —what you focus on will become reality
- Strengthen interpersonal relations in selling
- Recognize and understand the new landscape of selling to informed clients
- Think strategically with a focus on the new client's mind and profile
- Develop their personal brand

## Course Outline

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### • 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
- Frugality
- How to appeal to each type of buyers?

## **Communication Skills**

- Practicing Active Listening
- Eliminating Filters to Effective Listening
- Helping Others Listen More Effectively
- Doing the Basics Better

## **• 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 StoryTelling
- Visual power
- Vocal power
- Verbal Power

### **Build Trust**

- Establishing Rapport

- Business Rapport
- Personal Rapport
- Getting Buyers To Tell Their Story

## • 03 Day Three

### **NeuroSelling**

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

### **Personal Branding for Sales**

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

### **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 12, 2025	May 14, 2025	3 days	3250.00 \$	UAE - Dubai
Aug. 18, 2025	Aug. 20, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
Oct. 19, 2025	Oct. 21, 2025	3 days	3250.00 \$	KSA - Riyadh