

Professional Sales Skills



Course Brochure

Choose the learning pathway that fits your schedule

1



In-Person Live Programme

[In-person programme](#)

2



Online Live

[5-day instructor led virtual programme](#)

3



Hybrid Delivery Option

[E-learner with a live online scenario and assessment with our course coordinator](#)

Why this course?

- ✓ Covers the entire sales cycle — from first lead to long-term client relationship
- ✓ Combines consultative selling principles with modern CRM and pipeline tools
- ✓ Builds both the mindset and the practical skillset of a top-performing sales professional
- ✓ Delivered through real-world scenarios, role plays, and hands-on practice across 5 intensive days

Who should attend?

- ✓ Sales representatives and business development executives
- ✓ Account managers looking to deepen client relationships
- ✓ Sales team leaders wanting to sharpen their team's core skills
- ✓ Entrepreneurs and professionals who sell products or services directly to clients



Ready to register or discuss a team booking?
Book a Consultation



Objectives & 5-day live programme



Objectives

- ✓ Master the complete sales cycle from prospecting to post-sale relationships
- ✓ Develop advanced prospecting and lead qualification techniques
- ✓ Create compelling presentations tailored to different buyer types
- ✓ Build lasting client relationships that drive referrals and repeat business
- ✓ Manage pipelines, forecast accurately, and leverage CRM tools effectively



Course Contents

- ✓ Sales Fundamentals, Buyer Psychology & Process Framework
- ✓ Prospecting, Lead Generation & Qualification
- ✓ Consultative Selling, Needs Analysis & Discovery
- ✓ Persuasive Presentations & Proposal Development
- ✓ Closing Techniques, Objection Handling & Relationship Management



5-day live programme modules

 Day 1	Sales Fundamentals & Process	The modern sales environment, buyer psychology, and a proven sales process framework from first contact to close
 Day 2	Prospecting & Lead Generation	Finding, assessing, and reaching qualified prospects across multiple channels with confidence
 Day 3	Consultative Selling & Needs Analysis	Deep discovery techniques to uncover customer requirements, challenges, and buying criteria
 Day 4	Presentations & Proposals	Building and delivering persuasive, solution-focused presentations that speak directly to customer needs
 Day 5	Closing & Relationship Management	Proven closing methods, handling final objections, and building lasting partnerships that generate referrals



5-Day Live Programme Pricing (USD, excl. VAT)

Online Live: US\$ 3,395 | In-Person: US\$ 3,695

*Early Bird and Corporate Group Pricing Available on Request.



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Online Live & Hybrid Delivery Options

Flexible live delivery routes for busy professionals



Online Live Option

Length: 5-days (instructor led live)

Price: US\$ 3,395 (excl. VAT)

Attend a 5-day interactive live virtual programme from anywhere.

- ✓ Live instruction and real time interaction
- ✓ Service scenarios and practical exercises
- ✓ Group discussions and collaborative activities
- ✓ Q&A sessions and facilitator feedback.
- ✓ Digital course materials, templates and job aids



Course Materials

- Interactive Course Content
- Detailed Course Outline
- Comprehensive Learning Outcomes
- Insightful Quizzes or Assessments
- Case Studies
- Resource Lists
- Learner's Workbook
- Presentation Slides



Hybrid Delivery Option

Length: 4-5 hour online E-Learner + 30 minute live scenario and assessment)

Price: US\$ 700 (excl. VAT)

Complete the 4-5 hour comprehensive E-Learner course at your own pace.

1

Step 1:

Access the E-Learner 6 module course on our LMS platform at your own pace.

2

Step 2:

Apply learning through innovative and interactive practice, service scenarios, and modern learning mechanisms.

3

Step 3:

Complete the E-Learner and join a 30 minute live scenario and assessment session with a course coordinator online.

4

Step 4:

Demonstrate understanding of the course objectives by way of a discussion with the course coordinator.

5

Step 5:

Receive a Certificate of Completion when all requirements are met.



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