



SM101: Advanced Sales and Closing Techniques

Training Description:

This advanced-level training program is designed to equip experienced sales professionals with cutting-edge techniques to improve their closing ratios, handle objections more effectively, and build long-term client relationships. The training course blends behavioral psychology, high-level negotiation skills, value-based selling, and proven closing frameworks to help participants navigate complex sales environments and close deals confidently and consistently.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Apply advanced consultative selling and value-based frameworks
- ✓ Use psychological triggers and decision-making models to influence buyers
- ✓ Anticipate and overcome objections with confidence
- ✓ Apply proven closing techniques for complex and high-value deals
- ✓ Strengthen relationship-building to enhance client loyalty and upselling opportunities
- ✓ Leverage storytelling and emotional intelligence to persuade and build trust

Training Designed for:

This training course is intended for Senior Sales Executives and Account Managers, Business Development Managers, Key Account Managers, Sales Consultants, Entrepreneurs and Business Owners involved in high-stakes selling and Anyone who already has a foundation in basic sales and is looking to take their skills to the next level.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ Foundations of Advanced Selling
 - Understanding the modern buyer's mindset
 - Reframing the sales funnel in a value-driven model
 - Selling with empathy and influence
 - Trust-building techniques for long sales cycles
 - Advanced rapport-building strategies
 - Buyer behavior psychology and how it impacts decision-making
- ❖ Activity: Case discussions, trust-building role plays, buyer persona analysis

DAY TWO:

- ❖ Strategic Questioning and Consultative Selling
 - The science of asking the right questions

- SPIN Selling vs. Challenger Selling vs. Solution Selling
- Deep-dive on discovery conversations
- Uncovering hidden pain points and business drivers
- Mapping client needs to solution benefits

❖ **Activity: Consultative role-playing, real sales call deconstruction, SPIN practice**

DAY THREE:

❖ **Objection Handling Mastery**

- The psychology behind objections
- Common vs. hidden objections
- Frameworks: Feel-Felt-Found, LAER (Listen, Acknowledge, Explore, Respond)
- Handling pricing, timing, and competitor comparisons
- Using objections to build value

❖ **Activity: Objection role plays, live objection clinics, group analysis**

DAY FOUR:

❖ **High-Impact Closing Techniques**

- The difference between closing and pressuring
- Modern closing techniques (Assumptive Close, Summary Close, Scale Close, Option Close)
- Closing in a consultative sale
- Timing the close: reading buying signals
- Closing strategies for long and complex deals
- Virtual/remote closing strategies

❖ **Activity: Closing simulations, "deal doctor" scenario coaching, peer feedback sessions**

DAY FIVE:

❖ **Relationship Selling, Negotiation & Account Expansion**

- Building and maintaining trust post-sale
- Negotiation tactics for high-value deals
- Win-win negotiation and framing value
- Strategies for upselling, cross-selling, and referrals
- Personal action plans and KPIs for sales success
- Final role plays and certification assessment

❖ **Activity: Negotiation role plays, action planning, peer coaching, final presentations**

❖ **Course Conclusion**

❖ **POST-ASSESSMENT and EVALUATION**

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA As per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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