CS & Clarks

SALES MASTERY

Equip sales professionals with the skills, mindset, and strategies to drive revenue, build relationships, and close deals effectively.

Who needs to attend ?

CS & Clarks

This Sales Mastery Training Program is designed for professionals across various levels and industries who are involved in **sales, business development, and client engagement**.

It is ideal for **sales representatives** looking to build a strong foundation, mid-level sales executives aiming to refine their skills and improve conversion rates, and senior sales managers or directors seeking to enhance their leadership, negotiation, and strategic selling abilities.

Business development representatives and account managers will benefit from sharpening their prospecting, networking, and relationship management skills, while entrepreneurs and SME owners can leverage sales techniques to grow their businesses effectively.

Additionally, **customer success and support teams** can enhance their ability to upsell, cross-sell, and manage long-term client relationships.

What you will learn

By the end of this **Sales Mastery Training Program**, participants will have a deep understanding of the sales process, from prospecting and lead generation to closing deals and managing long-term client relationships.

They will develop effective **communication** and **persuasion techniques**, master **objection handling** and **negotiation strategies**, and learn how to create a structured sales approach tailored to their industry.

Ultimately, attendees will leave with a clear action plan, enhanced confidence in their sales abilities, and the ability to build and sustain profitable customer relationships, positioning themselves as top performers in their field.

The course outline

Day 1:
Sales Fundamentals
- Understanding the Sales Process (Prospecting → Qualification → Pitch → Objection Handling → Closing → Follow-up)
- The Psychology of Selling: Building Trust & Influence
- The Role of a Sales Professional in Business Growth

Prospecting & Lead Generation
- Identifying Your Ideal Customer Profile (ICP)
- Effective Cold Calling & Email Outreach Techniques
- Leveraging Social Selling & Networking Strategies
- Qualifying Leads: BANT, CHAMP, and Other Methods

Day 2:
Sales Communication & Persuasion
- Active Listening & Asking the Right Questions
- Crafting a Winning Sales Pitch
- Mastering Storytelling to Connect with Clients
- Non-Verbal Communication & Body Language

Handling Objections & Negotiation
- Understanding Common Objections (Price, Timing, Competition)
- The "Feel-Felt-Found" & "Objection Handling Frameworks"
- Effective Negotiation Strategies & Win-Win Deals
- Closing Techniques: The Assumptive Close, Trial Close, and Urgency Close

The course outline

Day 3:
Closing the Deal
- Recognizing Buying Signals
- Creating a Sense of Urgency Without Pressure
- Overcoming Last-Minute Hesitations
- Securing the Commitment & Contract Signing

Sales Performance & Relationship Management
- The Importance of Follow-ups & Retention Strategies
- Leveraging CRM for Sales Tracking & Pipeline Management
- Upselling & Cross-selling Strategies
- Building Long-Term Customer Relationships

Day 4:
Advanced Sales Strategies & Growth
- High-Ticket Selling: Selling to Enterprises & C-Level Executives
- Consultative Selling vs. Transactional Selling
- Sales Automation & Using AI to Enhance Performance
- Continuous Learning & Self-Improvement in Sales

Final Assessment & Action Plan
- Role-Playing & Real-Life Sales Scenarios
- Live Pitch & Feedback Session
- Individual Sales Action Plan Development

This comprehensive program concludes with a certification test.