

SALES TRAINING

By Charbel El Fakhry

Building a Skilled and Competitive Workforce

OVERVIEW

This intensive and practical 2-day Sales Techniques Training is designed to enhance the performance, confidence, and consistency of your sales team. Participants will learn to master every stage of the sales process, from identifying high-potential prospects to delivering confident pitches, handling objections, and closing with clarity and trust.

The training focuses on practical skill-building, not theory, with live exercises, real-case simulations, and structured coaching.

WHO SHOULD ATTEND?

Sales Executives and Representatives

Account Managers and
Business Development Officers

Inside Sales Teams and
Customer Relationship Executives



B2B & B2C sales workforce in
direct contact with the client

Anyone involved in selling
products or services directly or
indirectly

Optional: Senior sales professionals can also attend to refresh fundamentals and upgrade their approach with modern techniques.

LEARNING OBJECTIVES

Apply a structured and repeatable sales process from prospecting to closing.

Identify and qualify leads using effective questioning frameworks (such as BANT, CHAMP, and other methodologies).

Build strong customer relationships through consultative and story-based selling.



Deliver impactful sales pitches and presentations with clarity and confidence.

Handle objections professionally and turn resistance into opportunity.

Close sales assertively while maintaining client trust and satisfaction.

TRAINING METHODOLOGY



Real-case analysis and role plays



Communication and persuasion practice



Feedback and individual improvement sessions



Interactive workshops and group discussions



Practical sales simulations and exercises

All exercises are contextualized to your industry and market realities to ensure immediate workplace relevance.

PROGRAM STRUCTURE

01

Day 1: Building the Sales Foundation

1. The process of Selling

- Understanding where it begins, where it ends. Its place in the entire revenue generation process.
- Understand the importance of the Marketing, Customer service and feedback in feeding the sales process info.

2. Prospecting Mastery

- Identifying Ideal Customer Profiles (ICPs)
- Crafting outreach strategies (calls, emails, social selling)
- Managing time and effort for optimal pipeline growth

3. Qualification and Discovery

- Using frameworks (BANT, CHAMP) to qualify effectively
- Asking powerful questions that reveal real needs
- Understanding customer priorities and decision processes

02

Day 2: From Influence to Conversion

4. Pitching and Presenting with Impact

- Storytelling and structured communication
- Tailoring presentations to different decision-makers
- Using visuals and tone to influence and engage

5. Objection Handling and Closing Skills

- Understanding the psychology behind objections
- Handling price, timing, and trust barriers
- Modern closing techniques: consultative and confident
- Building post-sale relationships and customer loyalty

DURATION AND DELIVERY FORMAT



2 full days

9:00 a.m.–2:00 p.m. each day, including breaks



Delivery Options

In-person workshop



Language

English



Group Size

Ideal for 10–20 participants per session



EXPECTED OUTCOMES

After completing the training, your sales team will:



Understand and follow a structured, high-performing sales process.



Communicate value effectively at every stage of the sales conversation.



Increase conversion rates through stronger qualification and closing skills.



Build lasting customer.



LET'S BUILD A SKILLED WORKFORCE TOGETHER!

Empowering Careers, Elevating Businesses

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