XCELERATE TRAINING INSTITUTE

your learning & development partner

SALES AND MARKETING

Professional Selling Skills Training Course

A Practical Consultative Approach to Winning and Keeping Customers

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	TTC-118

Upcoming dates

Dates	Venue	Format	Fee
4 – 6 Jan 2027	Istanbul	Classroom	€2,600
12 – 14 Apr 2027	Kuala Lumpur	Classroom	€3,900
28 – 30 Jun 2027	Live online	Online (live)	€900
19 – 21 Jul 2027	London	Classroom	€3,200
25 – 27 Oct 2027	Manama	Classroom	€2,600
6 – 8 Dec 2027	Live online	Online (live)	€900

Register or ask a question

Online: x8ti.com/course/professional-selling-skills-training-course/

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Professional Selling Skills Training Course

Introduction

Customers today are well informed and expect salespeople to understand their needs and add real value. Consultative selling, built on questioning, listening and tailored solutions, consistently outperforms pushy techniques.

This course develops the core skills of professional selling: prospecting, preparing, questioning, presenting value, handling objections and closing, with plenty of role-play practice.

Learning Objectives

By the end of this course, participants will be able to:

- Understand the consultative sales process
- Prospect and qualify opportunities
- Use questioning to uncover customer needs
- Present solutions in terms of value
- Handle objections confidently
- Close sales and build long-term relationships

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants practise each stage of the sales process through role plays based on their own products.

Benefits for Your Organisation

- Higher conversion rates
- Stronger customer relationships
- Consistent sales approach across the team
- Increased revenue

Benefits for You

- Practical selling skills
- Confidence with customers
- Techniques for objections and closing
- A personal sales improvement plan

Who Should Attend

This course is designed for:

- Sales executives and account managers

- Business development staff
- Customer-facing professionals
- New salespeople
- Entrepreneurs

Course Outline

Day 1: The Sales Process

- Consultative selling principles
- Buyer behaviour
- Prospecting and qualifying
- Preparing for sales meetings
- Building rapport

Day 2: Needs and Value

- Questioning techniques
- Active listening
- Presenting solutions and benefits
- Value propositions
- Role plays

Day 3: Objections and Closing

- Handling objections
- Price conversations
- Closing techniques
- Follow-up and account growth
- Final role plays

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Registration Form

Professional Selling Skills Training Course

Preferred dates: ..... Venue or online: .....

Duration: 3 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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