XCELERATE TRAINING INSTITUTE

your learning & development partner

SALES AND MARKETING

Sales Negotiation and Closing Training Course

Protecting Margins and Closing Profitable Deals

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	TTC-124

Upcoming dates

Dates	Venue	Format	Fee
1 – 3 Feb 2027	London	Classroom	€3,200
26 – 28 Apr 2027	Live online	Online (live)	€900
10 – 12 May 2027	Manama	Classroom	€2,600
16 – 18 Aug 2027	Paris	Classroom	€3,200
4 – 6 Oct 2027	Live online	Online (live)	€900
22 – 24 Nov 2027	Singapore	Classroom	€3,900

Register or ask a question

Online: x8ti.com/course/sales-negotiation-and-closing-training-course/

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Sales Negotiation and Closing Training Course

Introduction

Many sales are lost or become unprofitable at the negotiation stage, when buyers push for discounts and extra terms. Skilled sales negotiators protect value while building long-term customer relationships.

This course gives salespeople practical techniques to prepare negotiations, handle procurement teams, trade concessions, resist discount pressure and close deals confidently.

Learning Objectives

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

- Prepare sales negotiations systematically
- Understand buyer and procurement tactics
- Defend value and resist unnecessary discounts
- Trade concessions effectively
- Close deals confidently
- Maintain strong customer 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 sales negotiations with professional buyer role plays and feedback.

Benefits for Your Organisation

- Better margins on deals
- Higher close rates
- Consistent negotiation approach
- Stronger customer relationships

Benefits for You

- Practical sales negotiation skills
- Techniques to handle price pressure
- Closing confidence
- Personal feedback through role plays

Who Should Attend

This course is designed for:

- Sales executives and account managers
- Key account managers

- Sales managers
- Business development professionals
- Customer service staff handling renewals

Course Outline

Day 1: Preparing Sales Negotiations

- Negotiation in the sales process
- Understanding the buyer
- Setting objectives and limits
- Value preparation
- Procurement tactics

Day 2: Negotiating Value

- Defending price and value
- Trading concessions
- Handling pressure and deadlines
- Multi-issue negotiation
- Role plays

Day 3: Closing

- Recognising buying signals
- Closing techniques
- Agreeing next steps
- Renewals and extensions
- Final negotiation role plays

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Registration Form

Sales Negotiation and Closing 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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Register online
Open the course page