



CENTRAL BANK OF EGYPT  
Egyptian Banking Institute



# Advanced Selling Skills



16 Hours



In-Class

Center of **Excellence** and **Knowledge Hub**

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**About Spearhead:**

Spearhead's regional Middle East office (Spearhead Gulf LLC) opened in Dubai, in November 1997. Since then, the company has established a powerful reputation for delivering training of the highest quality, comparable to, and (because of local market knowledge and local case studies) often exceeding that found anywhere in Europe, the U.S.A., and the rest of the world. In January 2001, the company opened its Abu Dhabi branch. This branch office expanded rapidly and has become the training provider of choice for many leading companies and organizations in the UAE capital. Spearhead has the capability to deliver courses in English, in English with Arabic facilitation, and 100% in Arabic. Over the past twenty-six years, Spearhead has worked with 4,000+ companies and organizations across the Middle East region, and over 26,000 worldwide. These include small, medium-sized, and multinational companies, and organizations from over 50+ different sectors.

**Course Description:**

The course is for experienced professionals who seek to refine their selling capabilities, enhance client relationships, and foster long-term business success. The interactive and practical nature of the course will help participants gain a greater understanding of advanced sales concepts, customer behavior, and innovative approaches to closing deals and managing key accounts.

**Audience Level:**

Experienced

**Course Objectives:**

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

- To carry out a SWOT analysis in six key areas to help you be a better salesperson in your current sales environment
- To examine the buying and selling cycle
- To understand how to develop stronger relationships with customers, that will
- produce higher sales revenues
- To know how to effectively manage your key accounts and maximize sales with those accounts
- To be able to powerfully present your sales message to your customers
- To learn how to find new customers... and retain them
- To understand the importance of sales forecasting
- To learn how to maintain self-motivation and momentum when 'the going gets tough'

**Course Outlines:****DAY ONE****The Qualities of a Professional Salesperson****Selling, Negotiating, And Marketing: The Differences Between Them**

- Analysis and Planning Strategies
  - Business Analysis
  - Sales Forecasting
- Magic Secret of Sales

**Understanding the Components of A Successful Sale**

- The B2B Sales Process

- Understanding 'How' People Buy And 'Why' They Buy
- Facilitative Vs. Consultative Selling
- The Buying and Selling Cycle
  - Knowing Your Customers
- Targeting the Right Person in An Organization
  - The Customer / Buyer Meeting
- Building Trust
- Selling with O.P.E.N. Technique
- Features, Advantages, Benefits

- **DAY TWO**

- Writing Effective Proposal
- Sales Presentations
  - The 5Ps of And Effective Presentation
  - Preparation
  - Making A Presentation
  - Identifying Buying Signals
- Closing the Sale
  - Avoiding Sales Resistance
  - Concluding the Agreement
- Handling Key Accounts
  - Knowing Your Customers
  - Understanding Needs and Expectations
  - A Hierarchy of Client Needs
  - Customer Relationship Management
  - Follow-Up and Follow Through
  - Understanding Behavioral Styles When Selling
- Keeping Yourself and Others Motivated
  - Sales Motivation
  - Setting SMARTER Goals

**Course Duration:**

2 Day - 16 hours from 09:00 AM to 5:00 PM

**Delivery Method:**

In-class

**Assessment Strategy:**

Participation

**Course Language:**

Material: English

**Upon Successful Completion of this Course, participants will obtain:**

N/A CEUs

## Trainer BIO:

### **Nisrine El Hajji** – Senior Marketing Associate, Spearhead Training

Nisrine El Hajji is an Arab national, based in the UAE since 2002. She grew up in France and was educated in three different countries – Morocco (Bachelor's Degree in Marketing), USA (part Masters in Business Administration) and France (Master's Degree in Marketing, Management and Communication) at ESC Postgraduate College, Toulouse. She speaks four languages – English, Arabic, French, and Spanish. Throughout her 20+ years of professional Sales and Marketing experience in the Gulf, she has worked with leading brands in Telecommunications, Airports, Five Star Hotels, Pharmaceuticals, Airlines, International Car Rental, HR Recruitment, Satellite Television, Real Estate, etc., delivering a range of impactful courses. She developed, and delivered, Sales and Marketing programmes aimed at generating increased demand, wider brand recognition, and improving overall business performance. In a consultancy role for Spearhead, she has also worked with organizations in both the public and private sector, including Sharjah Commerce & Tourism Development Authority, Lacoste, Mercedes, and others. She helped define their strategic paths, from product development, to customer engagement and feedback. During her time in the region, Nisrine has successfully executed route-to-market projects as she helped companies reposition their products to match the consumer needs and the changing market dynamics. She has created business plans for major media clients in the UAE and Saudi markets, written for Gulf Marketing Review, and prepared papers for clients on branding, and its relationship to corporate growth. Nisrine has also delivered end-to-end sales trainings to help B2C and B2B companies further penetrate their existing market and reinforce their competitive advantage. Her diverse portfolio of experience has provided her with the valuable knowledge and expertise, to utilize the right Sales and Marketing tools, to achieve maximum growth and return on Investment for her clients. Her greatest strengths as a Trainer are her expertise in Strategic Marketing, Strategic Management, Leadership & Teambuilding, Advanced Selling Skills, Key Account Management, Communication Skills, Presentation Skills, Customer Relationship Management (CRM), and New Media Marketing. Nisrine's Sales and Marketing courses help the participants gain a thorough understanding of the customer's pain points, map out a plan to address them, communicate the benefits offered by the client's solutions, and incite action. She uses real-life case studies and coaches her delegates on best practices for maximum learning impact. Nisrine is a strategic, analytical, and innovative thinker, able to turn raw concepts and plans into practical working procedures. She has a passion for sharing knowledge, and this made NISRINE EL HAJJI BA (Marketing), MA (Marketing, Management, and Communication) Senior Management Associate, Spearhead Training, UAE 9 © Spearhead Training. All Rights Reserved. her decide to pursue a career in training. Nisrine brings fresh perspectives and best practices, into her training, and derives immense satisfaction from interacting with her delegates. Her pragmatic approach, ability to think on her feet, and strong interpersonal skills, are the building blocks of her capacity to deliver powerful training to her delegates; training they can immediately apply back in their workplace. In 2009, Nisrine joined Spearhead as a Senior Management Associate.

HOTLINE  
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One number to better serve you!

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