

Sales Track – Intermediate Level

Sales, Marketing, and Customer Care



In-Class



46 hours



EGP 12,600

Intermediate Level Description:

The intermediate-level sales program equips learners to master advanced selling techniques, refine leadership skills, navigate complex situations to consistently close deals, and lead high-performing teams. It will take place through case studies and practical exercises. Participants will learn to identify and manage high-value clients, build strong relationships with decision-makers, and develop customized solutions that drive results.

Target Audience:

Staff who have from 3 to 6 years of experience in Sales

Course Objectives:

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

- Apply advanced strategic account management and consultative selling techniques to optimize client relationships and achieve complex deal negotiations.
- Use coaching and mentoring techniques to effectively manage your team and cultivate relationships with clients.
- Implement network cultivation and executive presence alongside crisis management for banking/organization sales resilience.
- Discover environmental scanning techniques to optimize operations and develop strategic action plans.

Course Outline:

Module 1: Advanced Sales Techniques (10 hours)

- Strategic Account Management: (5 hours)
 - Key account identification and prioritization
 - Customized client solutions
 - Relationships with decision-makers (board members)
 - Complex deal negotiation strategies
 - Portfolio management
- Advanced Consultative Selling (5 hours)
 - In-depth needs analysis and financial modeling
 - Identifying client pain points and proposing high-value solutions
 - Competitive differentiation and value proposition development
- Handling complex objections and building win-win scenarios

Module 2: Sales Leadership and Coaching (12 hours)

- Coaching and Mentoring Techniques (2 hours)
 - Developing and empowering junior salespeople

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- How to Provide constructive feedback and coaching for performance improvement
- Building a high-performing sales team
- Sales Team Management (3 hours)
 - Setting goals and SMART objectives
 - Performance management and motivation
 - Conflict resolution and team building
 - Sales team culture and motivation strategies
- Mastering Emotional Intelligence (4 hours)
 - How emotional intelligence (EQ) affects business results
 - Emotional hijacking interferes with values and outcomes
 - Five elements of EQ and learn skills to strengthen each one
 - EQ and it's the impact of their skill level on those around them
 - Techniques of handling emotional triggers and to respond effectively rather than react inappropriately
- Client Relationship Management (3 hours)
 - Compelling sales pitches for different products
 - Effective presentations to clients and stakeholders

Module 3: Cultivating Networks and Crisis Management (10 hours)

- Cultivating Networks and Executive Presence (5 hours)
 - Personal brand in banks/organizations
 - Complexity in roles through strategic networking and partnerships
 - Organizational objectives with effective networks and partnerships
 - Active network evaluation to close gaps and enhance strategic value
 - Critical checkpoints for planning, execution, monitoring, and maintenance of partnerships
- Crisis Management and Resilience (5 hours)
 - Preparing for and managing crises in banking/organization sales
 - Resilience and adaptability in challenging market conditions
 - Crisis communication strategies for maintaining client trust and confidence
 - Mitigating risks in banking sales activities
 - Stress management

Module 4: Environmental Scanning (14 hours)

- Landing Process (10 hours)
 - Macroeconomic forces: macro trends
 - Key customer trends
 - Customer service potential optimization
 - Geographic opportunities and threats evaluation

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- Opportunity seizing
- Key local trends monitoring
- Industry dynamics: key players
- Weakness addressing and strength leveraging
- Business model development
- Action plan creation
- In-house sales strategy formulation
- Resource strengthening
- Time Management (4 hours)
 - Prioritization matrix
 - Time matrix
 - How to match the long-term goals and your purpose
 - The 80/20 principle
 - Reflect and respond

Assessment Strategy

- Participation, practical exercises, case study
- 60 % Cut of score of total grades which is "100"

Course Language

- Material: English
- Instruction and Explanation: Bilingual (EN <>AR)