



10526



In-Class



16 hours



EGP 7,575

## Course Description:

This course equips professionals with the skills and mindset required to effectively sell services in complex, relationship-driven environments. Participants will learn how to influence client decisions, build trust, and position their services as value-driven solutions rather than generic offerings. Through a structured sales process, practical communication techniques, and real-world application, the program focuses on understanding client needs, handling objections, and confidently closing deals. By the end of the course, participants will be able to consistently apply a professional, client-focused sales approach that drives measurable business results.

## Target Audience:

- Sales & Marketing professionals
- Mid to Senior Level

## Course Objectives:

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

- Explain the fundamentals of selling professional services and how it differs from product-based selling.
- Analyze client behavior to understand buying motivations and barriers to purchase.
- Apply a structured sales process from initial contact through to closing the sale.
- Demonstrate effective communication skills, including questioning, active listening, and persuasive speaking.
- Build trust and credibility through professional image, behavior, and value-based communication.
- Translate service features into client-focused benefits to strengthen value propositions.
- Handle objections confidently using structured techniques and transitions.
- Identify buying signals and apply appropriate closing techniques to secure business.
- Develop strategic client relationships to drive repeat business and long-term partnerships.
- Create a personal action plan to continuously improve sales performance.

## Course Outline:

### Module One: Foundations of Selling Professional Services

- Definition of selling and professional services
- Selling as a process
- The sales equation: Activity × Skill × Attitude
- Understanding why clients buy (and don't buy)

### Module Two: Understanding Client Needs & Buying Behavior

- Client motivations and decision drivers
- Wants vs needs
- Common barriers to purchase
- Building customer-focused solutions

### Module Three: Building Trust, Image & First Impressions

- Components of professional image
- Managing first impressions
- Behavior and appearance in sales
- Establishing credibility and believability

### Module Four: Communication Mastery in Sales

- Verbal and non-verbal communication
- Voice control (tone, pace, pitch)
- Active listening techniques
- Asking effective questions (open, probing, reflective, etc.)

### Module Five: Structuring the Sales Process

- Stages of a sales call (Opening, Presentation, Closing, Departure)
- The AIDA model (Attention, Interest, Desire, Action)
- Presentation essentials
- Linking solutions to client needs

### Module Six: Presenting Value & Building Proposals

- Features vs benefits
- Creating compelling value propositions
- Structuring effective proposals
- Communicating ROI and impact

# The Deal Maker Mindset

Customer Growth & Experience Excellence



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## Module Seven: Handling Objections with Confidence

- Types of objections
- Using transitions effectively
- Turning resistance into opportunity
- Maintaining control of the conversation

## Module Eight: Closing the Sale

- Identifying buying signals
- Types of closing techniques
- Timing the close
- Common mistakes in closing

## Module Nine: Strategic Selling & Relationship Building

- Proactivity in sales
- Strategic thinking and long-term value
- Building client partnerships
- Leveraging relationships for repeat business

## Module Ten: Personal Effectiveness & Sales Success

- Managing rejection and resilience
- Common reasons for losing sales
- Success traits in sales professionals
- Developing a personal sales action plan

## Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in the group exercises.

## Course completion will grant participants:

1.3 CEUs

## Course Language:

- Training Material: English
- Facilitation: Bilingual

## Prerequisites:

None