

Corporate Training



Mastering Sales Negotiation , Sales Presentation & Consumer Behaviour Analysis

Programme Aim:

This programme integrates: Consumer behaviour insights, Strong customer-service orientation, Win-win negotiation strategies, Effective sales presentation structure, and delivery Communication mastery and behavioral skills. Participants will enhance their ability to close deals, influence buyers, manage objections, and build long-term profitable relationships with customers.

Mode of Delivery:

Physical

Duration & Total Learning Hours:

2 Days (16 Hours)

Module Structure:

1. Understanding the Modern Customer
2. Communicating with Influence
3. Sales Presentation Skills
4. Principle of Sales Negotiation
5. Behavioral & Tactical Negotiation
6. Listening Skills for Sales Professionals
7. Persuasive Closing Techniques