Marketing & Sales · MS115

Sales Professional Training

Amsterdam · 14 - 18 Dec 2026

Date	Venue	Duration
14 - 18 Dec 2026	**Amsterdam**	**1 Week**
Fee	Ref	Language
£5,150 GBP	**MS115**	**English**

Introduction

Companies of all sizes rely on skilled, motivated, and knowledgeable salespeople to expand their customer base and increase revenue. This course is designed to provide delegates with the knowledge and confidence needed to overcome objections, close more sales, and generate new business opportunities. Face-to-face communication skills, persuasion techniques, and sales negotiation strategies are all emphasized.
Delegates will learn how to use interpersonal skills to quickly build trust and rapport with their customers and prospects during this advanced sales course. Delegates will also learn how to effectively identify and develop key account customers using professional sales best practices.

This course will highlight:

- Plan, manage, and control the sales process to extend sales effectiveness
- Diagnose and resolve problems that make obstacles to new business opportunities
- Successfully resolve customer objections and shut the sale
- Utilize time-proven sales negotiation techniques and persuasion skills
- Maximize social media selling strategies to extend revenue

Course Objectives of Sales Professional Training

By the top of this course, delegates are going to be able to:

- Describe effective strategies for developing new business opportunities
- Incorporate social media marketing best practices to extend sales
- Utilize visual communication to create trust and rapport face-to-face or over the phone
- Design a multimedia sales presentation
- Overcome customer sales objections and shut the sale
- Customize a sales presentation to appeal to the four customers “buying styles”

Course Methodology of Sales Professional Training

This course encourages delegate participation through a mixture of lectures, conferences, practical exercises, case studies, video clips, and breakout sessions designed to strengthen new skills.

Organizational Impact of Sales Professional Training

- Increased Sales Revenue Growth
- Greater penetration and Brand Awareness
- Foster a Company-wide Sales Culture
- Improved Customer Service
- Increased Sales Team Morale
- Lower sales department Turnover

Personal Impact of Sales Professional Training

- Greater Job Satisfaction
- Enhanced Communication and Negotiation Skills
- Improved Job Performance
- Opportunity for Career Advancement
- Improved Time Management Skills
- Increased Income Potential

Target Audience of Sales Professional Training

This course is for anyone who desires to expand their expertise in sales best practices and procedures. Delegates don't require any previous sales experience to profit from this training.

This course is suitable for a good range of sales professionals, but will greatly benefit:

- Corporate Sales Trainers
- Sales Territory Account Representatives
- Sales and Marketing Managers
- Field Service Representatives
- Business Development Managers
- Sales and Marketing support Team Members

Course Outlines of Sales Professional Training

DAY 1

Advanced Communication Skills to extend Sales

- How to form an Excellent First Impression
- Overcoming Interpersonal Communication Barriers
- Active Listening and Questioning Skills Development
- Strategies to enhance Telephone Communication Effectiveness
- Silent Messages: Interpreting a Customer’s visual communication Gestures
- How to accurately determine a customer’s “buying style?”

DAY 2

Delivering Dynamic Face-to-Face Sales Presentations

- Top 7 Reasons Why Customers do not buy
- Tips to Develop Trust and Rapport with any Customer
- Time-proven Principles of Persuasion

- How to Customize a Sales Presentation to Individuals and Groups
- PowerPoint Presentation Tips and Techniques
- Negotiation Strategies to beat a Customer’s Objections and shut the Sale

DAY 3

Managing Emotions in Sales

- Understanding Emotional Intelligence
- Power of Likability
- Improving Money Talk
- Developing Confidence, Authenticity and Likability
- Understanding Reactions under Stress and Conflict
- Best Techniques for Top Sales to Manage Stress
- Setting and Managing Expectations for Consultative Selling
- Emotional Management in Negotiations

DAY 4

Going the additional Mile to enhance Customer Service

- Cornerstones of Superior Customer Service
- What do your customers expect?
- How to Use Customer Service to extend Sales
- Creating Customer Service “touchpoints”
- The Importance of Measuring Customer Satisfaction
- Service Recovery Tips Tactics and Techniques

DAY 5

New Business Development Planning, Preparation, and Execution

- Prospecting may be a numbers pool
- Best Practices for locating New Prospects
- Creating a Prospecting Phone Script and Elevator Speech
- Tips for Managing Your Appointment Schedule
- The Art of Qualifying Prospects
- Setting Business Development SMART objectives

Register or ask about this course online

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