

# ADVANCED SELLING & NEGOTIATION SKILLS

This course is for the experienced salesperson who has a track record of success and seeks to become even more successful. The programme covers selling techniques and strategies to enable sales people step up to Trusted Advisors Status. Participants will gain from the fresh perspective taken on this course, the chance to re-think their current selling practices and become solution providers.

## Learning Objectives:

Participants will:

- Master the challenge of high-level selling
- Sell against competition
- Build the sales case powerfully
- Learn advanced persuasive skills to present solutions
- Acquire strategies to negotiate and get profitable deals always.
- Learn about the buyer's mindset

## Learning Contents

- The challenges of high-performance selling
- Motivations for buying
- Developing client plans
- Personal Effectiveness for high Performance
- Mastering of B2B selling
- Prospecting strategies
- Motivations for buying
- Competitors Analysis
- Developing client plans

- Selling Value
- Preparing and delivering a sales presentation
- Handling objections, negotiating and closing
- Understanding influences on buyer behavior
- Understanding customer segmentation and profiling
- Dealing with stalling tactics
- Selling against price

**Fee:**

| Physical     | Virtual (local) | Virtual (International) |
|--------------|-----------------|-------------------------|
| ₦ 250,000.00 | ₦ 209,900.00    | \$ 165.00               |

Discounts off regular fees for Open programme: 3-5 Nominations 5%.

Programme also available as in plant. **Fee:** Negotiable

**Who Should Attend**

Senior sales and marketing executives in manufacturing, financial and service industries

**Dates:**

June 3 – 5

September 16 – 18, 2026.

Property of Impact Consulting Nigeria.

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