



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 01 February 2026 To 05 February 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

This intensive 5-day course, "Advanced Sales Strategies and Closing Techniques," is designed for sales professionals seeking to elevate their skills and achieve exceptional results. Through a blend of theoretical knowledge and practical application, participants will gain insight into sophisticated sales strategies and mastering the art of closing deals. This course aims to equip you with the expertise needed to navigate complex sales environments and close high-value deals with confidence.

## Objectives

- Enhance understanding of advanced sales strategies.
- Develop skills to manage and close complex deals.
- Learn techniques for effective negotiation and objection handling.
- Integrate data-driven decision-making into sales processes.
- Foster long-term client relationships for sustained success.

## Course Outlines

### Day 1: Understanding Advanced Sales Strategies

- Introduction to advanced sales strategies and their importance.
- Analyzing market trends and customer needs.
- Personalized selling: crafting customized value propositions.
- Leveraging technology for strategic sales planning.
- Case studies on successful advanced sales strategies.

### Day 2: Prospecting and Lead Qualification

- Innovative prospecting techniques for reaching the right leads.
- Utilizing CRM tools to track and nurture leads.
- Effective lead qualification and prioritization methods.
- Building a robust lead pipeline for sustained growth.
- Role-playing activities to practice lead engagement.

### Day 3: Negotiation and Handling Objections

- Understanding the psychology of negotiation.
- Tactics for overcoming common objections and roadblocks.
- Strategies for creating win-win scenarios in sales negotiations.
- Identifying and reversing negative buyer perceptions.
- Interactive negotiation exercises and feedback.

### Day 4: Mastering the Art of Closing the Deal

- Recognizing closing signals and timing your approach.
- Advanced closing techniques that convert prospects to clients.
- Developing a follow-up plan to secure commitment.
- Personalizing closing strategies to match buyer profiles.
- Discussion of real-world closing scenarios and strategies.

## **Day 5: Building Long-Term Client Relationships**

- Methods for enhancing customer satisfaction and loyalty.
- Leveraging post-sale activities to foster client relationships.
- Identifying opportunities for upselling and cross-selling.
- Using customer feedback for continuous improvement.
- Developing a client retention strategy and action plan.