



London TDM

Customer Service and Sales Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 29 March 2026 To 02 April 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

Welcome to the "Strategic Selling to Corporate Clients" course. This intensive five-day program is designed to equip sales professionals with the skills and strategies needed to effectively navigate and succeed in corporate sales environments. Participants will learn to build relationships, identify client needs, and create tailored solutions that drive business success.

Objectives

- Understand the corporate sales landscape and its unique challenges.
- Develop advanced relationship-building skills for corporate clients.
- Master the art of consultative selling and value proposition development.
- Learn effective negotiation tactics and closing techniques.
- Enhance skills in managing long-term client relationships and accounts.

Course Outlines

Day 1: Understanding the Corporate Sales Environment

- Introduction to corporate sales dynamics and trends
- Identifying key decision-makers and influencers in organizations
- Analysis of the corporate buying process and sales cycles
- Segmenting and targeting corporate clients effectively
- Recognizing the role of technology in modern sales strategies

Day 2: Building and Maintaining Client Relationships

- Strategies for networking and making impactful first impressions
- Developing trust and credibility with corporate clients
- Effective communication techniques for different client personalities
- Building long-term relationships through follow-ups and engagements
- Utilizing CRM tools for relationship management

Day 3: Consultative Selling and Value Proposition

- The principles of consultative selling and its importance
- Conducting needs assessment and identifying pain points
- Creating compelling and tailored value propositions
- Leveraging storytelling to articulate client-centric solutions
- Case studies and role-playing exercises

Day 4: Negotiation and Closing Techniques

- Preparation and strategic planning for negotiations
- Understanding client objections and strategies to overcome them
- Techniques for influencing and persuading decision-makers
- Effective closing techniques for corporate sales deals
- Negotiation simulations and feedback sessions

Day 5: Account Management and Client Retention

- The importance of post-sale account management
- Strategies for exceeding client expectations and adding value
- Identifying up-selling and cross-selling opportunities
- Handling client complaints and turning them into opportunities
- Building a client retention and loyalty program