

SALES SKILLS - HIGH-IMPACT SELLING & CLOSING FRAMEWORK

Improve sales performance, increase conversions, and equip your team with the skills to sell with confidence and consistency.

This high-impact sales training workshop develops both mindset and practical capability, giving participants the tools they need to make the most of every sales opportunity.

Through a proven 5-step sales process, your team will learn how to build rapport, ask powerful questions, create meaningful conversations, and uncover customer needs that drive buying decisions. Participants will also develop the confidence to present value effectively, handle objections professionally, and close sales with clarity and control.

While every sale is different, the principles behind successful selling remain consistent. This programme simplifies the sales process into a practical, repeatable approach that can be applied across any product, service, or customer interaction.

Your team will leave with a practical sales toolkit they can use immediately to improve performance and achieve stronger sales outcomes.

Available In-house
*Get your team on the
'same page' and your
business on track
for consistent success
with a tailored
In-house workshop.*

Workshop Objectives

- Use a proven 5-step sales process to confidently guide client interactions from initial contact through to closing and commitment
- Apply strategies to develop an optimal sales mindset and attitude that enhance sales performance
- Reflect on personal sales beliefs and behaviours, and implement targeted improvements to strengthen sales effectiveness
- Identify and challenge common sales myths that limit performance and confidence in selling situations
- Recognise the key components of customer service excellence in a sales environment
- Demonstrate how verbal and non-verbal communication influences customer perception and engagement
- Apply confident and enthusiastic communication techniques to build rapport and improve customer interactions
- Use effective communication and questioning techniques to build client interest and uncover needs, motivations, and requirements
- Present products and services using a structured features and benefits approach that creates interest and value for the client
- Translate product features into meaningful customer benefits that drive engagement and improve sales outcomes
- Apply strategies to confidently overcome objections, maintain trust, and turn resistance into sales momentum
- Recognise and act on client buying signals to confidently advance the sale
- Apply proven closing techniques to secure commitment while maintaining a positive client experience