EXECUTIVE PROGRAMME IN SALES EXCELLENCE AND BUSINESS DEVELOPMENT

Introduction

Sales excellence is a critical driver of organizational growth, customer acquisition, and long-term business success. In today's highly competitive and customer-driven marketplace, organizations require sales professionals who can build meaningful relationships, understand customer needs, communicate value effectively, and close profitable business opportunities. Modern sales professionals must combine strategic thinking, consultative selling, negotiation skills, and customer relationship management to consistently achieve sustainable sales performance. This Executive Programme in Sales Excellence and Business Development equips participants with practical knowledge, tools, and techniques to improve sales performance, strengthen customer relationships, and drive business growth. Participants will learn how to identify new business opportunities, develop winning sales strategies, manage the sales pipeline, negotiate effectively, and build long-term customer loyalty. Using practical case studies, role plays, sales simulations, and real-world business scenarios, participants will develop the confidence and competencies required to increase revenue, improve customer engagement, and contribute to organizational success. By the end of the programme, participants will develop a practical Sales Growth Action Plan that can be implemented immediately within their organizations.

Course Objectives

- Understand the principles of professional selling and business development.
- Identify and qualify potential sales opportunities.
- Apply consultative selling techniques to meet customer needs.
- Strengthen negotiation and closing skills.
- Build and maintain long-term customer relationships.

- Develop strategic sales plans and business development strategies.
- Improve sales performance using key performance indicators (KPIs).
- Utilize Customer Relationship Management (CRM) systems effectively.
- Handle customer objections professionally.
- Develop a Sales Growth Action Plan.

Course Modules

> Module 1: Foundations of Professional Selling
- Principles of Professional Selling
- The Modern Sales Environment
- The Sales Process
- The Role of Sales in Business Growth

> Module 2: Customer Needs Analysis and Sales Prospecting
- Understanding Customer Needs
- Prospecting Techniques
- Lead Generation
- Qualifying Sales Opportunities

> Module 3: Consultative Selling and Value-Based Selling
- Consultative Selling Principles
- Building Customer Trust
- Presenting Value Propositions
- Solution Selling

> Module 4: Negotiation and Closing Sales
- Negotiation Skills
- Handling Objections
- Closing Techniques
- Building Win-Win Relationships

> Module 5: Customer Relationship Management (CRM)
- Customer Relationship Management Principles
- Customer Retention Strategies
- Customer Lifetime Value
- Relationship Building

> Module 6: Business Development Strategies
- Business Development Planning
- Strategic Partnerships
- Market Expansion
- Opportunity Management

> Module 7: Sales Performance Management
- Sales Planning
- Sales Forecasting
- Key Performance Indicators (KPIs)
- Performance Improvement

> Module 8: Sales Technology and Digital Selling
- CRM Systems
- Digital Sales Tools
- Social Selling
- AI in Sales

> Module 9: Sales Leadership and Team Performance
- Leading High-Performing Sales Teams
- Sales Coaching
- Motivation and Performance
- Ethical Selling Practices

> Module 10: Sales Growth Action Planning
- Developing a Sales Strategy
- Personal Sales Improvement Plan
- Action Planning
- Monitoring and Continuous Improvement

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