

MARKETING & COMMUNICATION | COURSE BROCHURE

Essential Sales Skills

5 days | Classroom training | English

SMART HORIZON
info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This course develops essential sales skills for professionals in various sectors. Participants will learn effective techniques for prospecting, building relationships, negotiating, and closing sales. The focus is on practical applications to enhance performance and achieve sales targets in competitive environments.

Sales professionals frequently encounter challenges in effectively engaging prospects and closing deals, leading to missed targets and revenue loss. This course addresses these challenges by equipping participants with proven sales techniques and strategies that can be immediately applied in their roles. Understanding how to navigate objections and build rapport is crucial for success in sales, making this training vital for anyone looking to improve their performance. Participants will also learn to adapt their approaches based on client feedback, ensuring they can respond dynamically to various sales situations, which is essential in a competitive market.
Effective engagement in sales requires practical exercises that simulate real-world scenarios, allowing participants to practise and refine their skills in a supportive environment. By the end of the course, attendees will be able to confidently approach potential clients, handle objections, and close sales effectively, ultimately driving better results for their organisations. The hands-on approach ensures that participants leave with actionable insights and a clear plan for applying what they have learned. They will also develop the ability to assess their performance critically, enabling continuous improvement in their sales techniques.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, role-playing scenarios, and case studies to build essential sales skills. Participants will engage in exercises that simulate real-life sales situations, allowing them to practise techniques such as objection handling and closing strategies. Each session will culminate in a practical output, such as a sales pitch or negotiation plan, providing tangible evidence of learning and skill development. This approach ensures that participants not only learn theoretical concepts but also apply them in a controlled environment, enhancing their confidence and competence in actual sales interactions. Feedback from peers and instructors will further reinforce learning outcomes.



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Course objectives

By the end of this course, participants will be able to:
• Analyse customer needs to tailor sales approaches effectively and create targeted strategies.
• Demonstrate effective prospecting techniques to identify potential clients and generate leads.
• Develop rapport-building strategies to enhance customer relationships and foster trust.
• Negotiate terms and conditions to achieve mutually beneficial agreements and close deals.
• Construct persuasive sales presentations that address client pain points and highlight solutions.
• Evaluate objection-handling techniques to overcome client resistance and secure sales.
• Justify pricing strategies based on value propositions and market analysis to maximise profitability.
• Create a personal action plan for applying learned skills in real-world sales scenarios.

Target audience

This course is suitable for:
• Sales Representatives: Seeking to enhance their direct selling techniques and close rates.
• Sales Managers: Aiming to develop their team's skills and improve overall sales performance.
• Account Executives: Looking to refine their relationship-building and negotiation skills.
• Business Development Professionals: Focused on expanding client bases and identifying new opportunities.

Target competencies

Participants will develop competencies in:
• Effective prospecting and lead generation techniques.
• Building and maintaining client relationships.
• Negotiation and closing strategies for sales success.
• Presentation skills tailored to diverse audiences.
• Objection handling and conflict resolution in sales.
• Analytical skills for assessing market trends and client needs.

Course outline

Day 1: Understanding the Sales Process

Applied activity: Participants will create a detailed customer profile for a fictional product, identifying key demographics, pain points, and potential objections. They will then outline a prospecting strategy to reach this target audience effectively using the techniques learned.
Output: A comprehensive customer profile and prospecting strategy document.



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09:00–09:54	Overview of the sales cycle and its stages, including prospecting, qualifying, and closing.
09:54–10:48	Identifying target markets and ideal customer profiles for tailored outreach.
10:48–11:00	Techniques for effective prospecting and lead generation using various channels.
11:00–11:30	**Coffee break**
11:30–12:12	Techniques for effective prospecting and lead generation using various channels. (continued)
12:12–13:06	Understanding buyer psychology and decision-making processes to influence sales.
13:06–14:00	Setting realistic sales goals and performance metrics to track success.

Day 2: Building Relationships and Rapport

Applied activity: In pairs, participants will role-play initial client meetings, focusing on building rapport and trust. They will practise active listening and communication techniques, receiving feedback from peers on their approaches and effectiveness in establishing connections.
Output: A reflection report on rapport-building techniques used during role-play.

09:00–09:54	Importance of relationship-building in sales success and long-term client retention.
09:54–10:48	Techniques for establishing trust with clients through effective communication.
10:48–11:00	Active listening skills to understand client needs and tailor responses accordingly.
11:00–11:30	**Coffee break**
11:30–12:12	Active listening skills to understand client needs and tailor responses accordingly. (continued)
12:12–13:06	Effective communication strategies for rapport building, including verbal and non-verbal cues.
13:06–14:00	Utilising social media and networking for relationship enhancement and lead generation.

Day 3: Mastering Negotiation Skills

Applied activity: Participants will engage in a mock negotiation exercise, where they will negotiate terms for a fictional contract. They will apply learned strategies to reach a successful agreement while addressing potential objections and concerns from the client.
Output: A negotiated agreement document summarising the terms and conditions agreed upon.

09:00–09:54	Key principles of negotiation in sales contexts, including preparation and strategy.
09:54–10:48	Strategies for preparing for negotiations, including understanding client needs and objectives.
10:48–11:00	Identifying and articulating value propositions to strengthen negotiation positions.



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11:00–11:30	**Coffee break**
11:30–12:12	Identifying and articulating value propositions to strengthen negotiation positions. (continued)
12:12–13:06	Techniques for creating win-win outcomes that satisfy both parties' interests.
13:06–14:00	Closing techniques that drive agreement and ensure successful outcomes.

Day 4: Effective Sales Presentations

Applied activity: Participants will prepare and deliver a short sales presentation for a fictional product, incorporating storytelling and objection handling techniques. They will receive feedback from peers and instructors on their presentation skills and effectiveness.
Output: A recorded sales presentation with accompanying visual aids and a feedback summary.

09:00–09:54	Structuring impactful sales presentations that engage and persuade clients.
09:54–10:48	Using storytelling to connect emotionally with clients and highlight benefits.
10:48–11:00	Visual aids and tools to enhance presentations and clarify key points.
11:00–11:30	**Coffee break**
11:30–12:12	Visual aids and tools to enhance presentations and clarify key points. (continued)
12:12–13:06	Techniques for addressing client objections during presentations and maintaining engagement.
13:06–14:00	Practising delivery for maximum impact, including voice modulation and body language.

Day 5: Integrating Skills for Sales Success

Applied activity: In groups, participants will create a comprehensive sales strategy for a fictional product, integrating all skills learned throughout the course. They will present their strategy to the class for critique, focusing on implementation and expected outcomes.
Output: A detailed sales strategy presentation and accompanying documentation outlining the approach.

09:00–09:54	Review of key concepts from the course to reinforce learning and retention.
09:54–10:48	Developing a personal sales strategy based on learned skills and individual strengths.
10:48–11:00	Creating an action plan for immediate application of skills in real-world scenarios.
11:00–11:30	**Coffee break**
11:30–12:12	Creating an action plan for immediate application of skills in real-world scenarios. (continued)
12:12–13:06	Role-playing complex sales scenarios with multiple objections to enhance adaptability.



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13:06–14:00	Peer feedback and collaborative learning for continuous improvement and skill enhancement.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,890.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Istanbul Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,650.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Singapore Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,820.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
London Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Barcelona Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,840.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,450.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Paris Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,860.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,540.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Rome Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Singapore Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,820.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
London Confirmed dates	3 May 2027	7 May 2027	**€2,450.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Dubai Confirmed dates	17 May 2027	21 May 2027	**€3,150.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,650.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,940.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Paris Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,860.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,540.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Rome Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Singapore Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,820.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,650.–**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Cape Town Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,890.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,450.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,860.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.–**



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Dates, venues and fees (continued)

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Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,540.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Singapore Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,820.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
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View the latest course details online