



SALES TRAINING: UNDERSTANDING CUSTOMER BEHAVIOUR AND WINNING SALES

OVERVIEW

This one-day training will equip sales teams with the skills to understand customer behavior, master high-impact sales techniques, and negotiate with confidence. Participants will learn how to effectively communicate, handle objections, and build strong customer relationships, ultimately driving faster deal closures and higher revenue.

COURSE OBJECTIVES

1. Understand customer behavior and motivations.
2. Master high-impact sales techniques.
3. Winning Negotiation Skills for sales success.
4. Mastering communication and building strong customer relationships.

COURSE OVERVIEW

✓ Module 1: The Psychology of Sales: Understanding What makes customers buy

- Understand the key drivers behind your customer's purchasing decisions.
- Cognitive biases in sales and their impact on customer perceptions and decision-making.
- Emotional Triggers and Customer Decisions: Learn how emotions drive purchase decisions.
- Master the art of principled negotiation, focusing on creating value for both parties.

✓ Module 2: High-Impact Sales Techniques for Faster Conversions

- Shift from product-focused to customer-focused sales approaches.
- Techniques to handle customer hesitations and objections effectively.
- Proven methods for confidently closing sales and sealing deals.

✓ Module 3: Winning Negotiation Skills for Sales Success

- Learn powerful negotiation tactics that allow you to steer conversations in your favor while keeping the customer satisfied.
- Turn Objections into Opportunities.
- Master practical, high-impact techniques for closing deals.

✓ Module 4: Master Communication and Build Strong Customer Relationships

- Learn how to use communication as a Sales tool.
- Active Listening for sales success.
- Discover the power of non-verbal communication.
- Understand how to adapt your communication style to different personality types.
- The Trust Factor.

TARGET AUDIENCE

For Sales Teams and Business Development Officers looking to improve their ability to close deals faster, negotiate with confidence, and ultimately drive higher revenues.

Participants will be awarded Training Certificates upon completion of the program.

FEE: 375,000 ugx per person.

DATE: 📅 13th JUNE 2025

VENUE: Kampala

FOR MORE ENQUIRIES, CONTACT:

