

## WINNING COMPLEX SALES: FROM PROSPECT TO CLOSE

<b>Start Date:</b>	03/11/2025	<b>End Date:</b>	07/11/2025
<b>Categories:</b>	Sales & Customer Service	<b>Venues:</b>	Abu Dhabi
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This course is designed for sales professionals managing large, multi-stakeholder deals. It covers the full sales cycle—from prospecting to negotiation and closing—while offering tools and strategies for mapping buying groups, navigating objections, and controlling the sales process with confidence.

### OBJECTIVES

By the end of this course, participants will be able to:

- Qualify complex opportunities and manage multi-layered sales cycles.
- Map stakeholder influence and buying roles within organizations.
- Build momentum through structured touchpoints and guided evaluations.
- Handle objections and delays with strategic communication.
- Close high-value deals through structured proposals, ROI articulation, and negotiation tactics.

### COURSE OUTLINE

1- Prospecting and Qualifying Complex Opportunities 2- Navigating Buying Groups and Decision Influencers 3- Sales Process Management and Pipeline Momentum 4- Objection Handling and Deal Acceleration 5- Closing Techniques for Large and Strategic Accounts

### TARGET AUDIENCE

Senior account managers, enterprise sales professionals, B2B consultants, and sales leaders involved in complex or high-stakes sales environments.

### METHODOLOGY

Pipeline workshops, buyer role-mapping exercises, objection-handling simulations, and negotiation case studies.

### CONCLUSION

Participants will gain the structure, mindset, and tools to confidently manage and win complex deals by aligning with stakeholders and driving decisive outcomes.

## DAILY AGENDA

### Day 1: Prospecting with Precision

Learn how to identify and qualify complex opportunities with clarity and confidence.

### Day 2: Mapping the Buying Group

Understand how to navigate multiple stakeholders and uncover influence patterns.

### Day 3: Momentum & Sales Process Mastery

Use process tools to create urgency, control timelines, and maintain deal momentum.

### Day 4: Objections, Delays & Resistance

Develop strategies to overcome stalling tactics and concerns with precision and empathy.

### Day 5: Winning the Close

Craft powerful proposals, demonstrate ROI, and use collaborative closing techniques for high-stakes wins.

*For more information, please contact us:*

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