

## SALES NEGOTIATION & DEAL CLOSING

<b>Start Date:</b>	01/11/2026	<b>End Date:</b>	05/11/2026
<b>Categories:</b>	Sales & Customer Service	<b>Venues:</b>	Dubai
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This practical and results-driven program empowers participants with the tools and strategies to negotiate effectively and close high-value sales deals. Through a blend of sales psychology, strategic negotiation, and persuasive communication, professionals will enhance their ability to win clients, create mutual value, and build long-term business relationships.

### OBJECTIVES

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

- Understand the psychology of decision-making and its role in sales.
- Apply proven frameworks for value-based and win-win negotiations.
- Handle objections, pricing pressure, and client hesitation confidently.
- Close deals using structured and dynamic closing techniques.
- Build lasting client relationships rooted in trust and credibility.

### COURSE OUTLINE

1- Understanding Sales Psychology and Buyer Behavior  
2- Strategic Negotiation Frameworks and Deal Structuring  
3- Overcoming Objections and Building Value  
4- Closing Techniques for Complex and High-Stakes Deals  
5- Role-Playing Scenarios and Real-Life Case Simulations

### TARGET AUDIENCE

All Supervisory Levels, Sales professionals, business development executives, account managers, client relationship specialists, and anyone involved in commercial negotiations.

### METHODOLOGY

Interactive workshops, case study discussions, live role-playing, negotiation simulations, peer feedback, and real-world sales scenarios.

### CONCLUSION

Upon completion of the course, participants will confidently lead sales conversations, manage negotiation dynamics, and close deals that drive revenue and strengthen client partnerships.

## DAILY AGENDA

### **Day 1: Sales Psychology and Buyer Behavior**

Explore how buyers make decisions, the psychology behind trust, and how to align your approach to various client types and personalities.

### **Day 2: Strategic Negotiation Frameworks**

Learn and practice BATNA, anchoring, framing, and creating value through mutual gains in commercial sales contexts.

### **Day 3: Handling Objections and Creating Value**

Gain strategies for navigating pushback, reframing client concerns, and enhancing perceived value.

### **Day 4: Closing the Deal: Tools and Tactics**

Master consultative and assumptive closing techniques, handling last-minute resistance, and confirming agreements.

### **Day 5: Live Negotiation Labs and Coaching**

Simulate real negotiations, receive expert feedback, and refine your closing and negotiation strategies through coaching.

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*For more information, please contact us:*

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