

WINNING COMPLEX SALES: FROM PROSPECT TO CLOSE

Start Date:	13/09/2026	End Date:	17/09/2026
Categories:	Sales & Customer Service	Venues:	Abu Dhabi
Formats:	In Person	Instructors:	

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

All Supervisory Levels, 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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