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SALES NEGOTIATION & DEAL CLOSING

Start Date:	07/02/2027	**End Date:**	11/02/2027
Categories:	Sales & Customer Service	**Venues:**	Dubai
Formats:	In Person	**Instructors:**	

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.

For more information, please contact us:
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