![Global Horizon Training Center logo](Global Horizon TRAINING CENTER)

Training Course:
Sales Skills

25 - 29 August 2025
Barcelona (Spain)
Grupotel Gran Via 678

Training Course:
Sales Skills

Training Course code: SM234962 From: 25 - 29 August 2025 Venue: Barcelona (Spain) - Grupotel Gran Via 678 Training Course Fees: 5500 ⬜ Euro

Introduction

This sales training program is designed to equip sales professionals with the essential skills and techniques required to excel in the highly competitive sales environment. The program will cover various aspects of the sales process, including negotiation, closing, B2B selling, relationship building, and new marketing skills.

Training Program Objectives

The objectives of this program are to:

- Develop negotiation skills that will help sales professionals secure better deals and establish stronger relationships with clients.

- Equip sales professionals with effective closing techniques that will help them seal deals quickly and efficiently.

- Provide a comprehensive understanding of B2B selling and help sales professionals tailor their approach to meet the unique needs of business clients.

- Develop relationship-building skills that will help sales professionals build long-lasting and fruitful relationships with clients.

- Equip sales professionals with new marketing skills that will enable them to create and execute effective marketing strategies.

Target audience

This program is designed for:

- sales professionals who want to improve their sales skills and stay ahead of the competition.
- new and experienced sales professionals.

Training Program Outlines

Day 1: Negotiation Skills

- Introduction to negotiation

- The key elements of effective negotiation

- Understanding different negotiation styles

- Identifying the needs and motivations of clients

- Strategies for successful negotiation

- Case Studies in negotiation

Day 2: Closing Techniques

- How to close a deal

- Understanding the psychology of closing

- The different types of closing techniques

- The importance of timing

- Overcoming objections and closing the deal

- Group activity

Day 3: B2B Selling

- What is B2B selling?

- Understanding the unique challenges of B2B selling

- Building rapport and establishing credibility

- Identifying client needs and pain points

- Developing tailored solutions for business clients

- Reaching out to new clients

Day 4: Relationship Building

- Introduction to relationship building

- The importance of building strong client relationships

- Effective communication strategies

- Building trust and loyalty

- Strategies for maintaining and nurturing relationships

- The best practices in building relations

- Discussion with the participants

Day 5: New Marketing Skills

- Introduction to new marketing skills

- Understanding the latest trends in marketing

- Building a strong brand presence

- Developing effective content marketing strategies

- Using social media to drive sales

- Reaching out to clients via Socail Media to increase sales

Group discussion and exercise in all topics covered during the training program

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Company Information

Company Name: ....
Address: ....
City / Country: ....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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Easy Ways To Register

| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |