Global Horizon
TRAINING CENTER

Training Course:
Value Selling: Maximizing Deal Size Through Strategic Sales Approaches

25 - 29 October 2026
Manama (Bahrain)

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Value Selling: Maximizing Deal Size Through Strategic Sales Approaches

Training Course code: FI1002 From: 25 - 29 October 2026 Venue: Manama (Bahrain) - Training Course Fees: 4725 Euro

Introduction

In today's competitive business landscape, sales professionals must move beyond price-based selling and focus on delivering real business value to customers. Value Selling is a strategic approach that helps sales teams identify customer challenges, align solutions with business objectives, and position offerings based on their impact rather than cost.

This 5-day intensive training program equips sales professionals with the tools, techniques, and mindset required to sell high-value solutions, handle complex sales cycles, and win larger deals by demonstrating the tangible business benefits of their offerings.

Course Objectives

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

- Understand the principles of value selling and why it is more effective than price-based selling.
- Develop consultative sales techniques to uncover customer needs and business challenges.
- Position products and services based on business impact rather than cost.
- Build value-driven conversations with decision-makers.
- Differentiate their offerings in complex and competitive sales environments.
- Master objection handling and negotiation to maximize deal size.
- Close larger, high-value deals with long-term customer relationships.

Target Audience

This program is designed for sales professionals aiming to improve their ability to close larger, high-value deals, including:

- Sales Managers & Business Development Professionals responsible for complex sales.
- Account Executives & Key Account Managers engaging with enterprise customers.

- Solution Consultants & Sales Engineers positioning value in technical sales.
- Customer Success & Relationship Managers looking to expand account revenue.
- Executives & Entrepreneurs seeking to scale high-value sales operations.

Training Program Outline

Day 1: Fundamentals of Value Selling

- Understanding value selling vs. price-based selling.
- The psychology of buying decisions and business impact.
- Identifying customer pain points and linking them to solutions.
- The value proposition framework: Moving beyond features and price.
- Workshop: Building a compelling value statement for a key customer.

Day 2: Consultative Selling & Customer-Centric Conversations

- The shift from selling to consulting: Becoming a trusted advisor.
- Active listening and powerful questioning techniques to uncover needs.
- Understanding business drivers and financial metrics in decision-making.
- Crafting personalized value-driven sales pitches.
- Role-Playing Exercise: Engaging in a consultative sales conversation.

Day 3: Positioning Value & Competitive Differentiation

- Techniques to differentiate solutions based on ROI and business benefits.
- The TCO Total Cost of Ownership & ROI model for value justification.
- Handling price objections by reinforcing value and impact.
- Leveraging case studies and success stories to strengthen sales pitches.
- Interactive Session: Creating a competitive differentiation strategy.

Day 4: Overcoming Objections & Negotiation Strategies

- Common objections in high-value sales and how to address them.
- Using data-driven arguments to justify higher deal value.
- Emotional intelligence in sales negotiations.
- Building long-term relationships and securing multi-year deals.
- Workshop: Live sales negotiation simulation.

Day 5: Closing the Deal & Sustaining Value Relationships

- Strategies for closing high-value deals with confidence.
- The art of persuasion and finalizing agreements.
- Post-sale engagement and value reinforcement.
- Measuring success: Tracking deal profitability and customer satisfaction.
- Final Case Study: Developing a value-selling strategy for a real-world scenario.

Registration form on the Training Course: Value Selling: Maximizing Deal Size Through Strategic Sales Approaches

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

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Company Information

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Person Responsible for Training and Development

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

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
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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.