



*Training Course:
Sales Skills*

*31 August - 4 September 2026
Madrid (Spain)*

Training Course: Sales Skills

Training Course code: SM234962 From: 31 August - 4 September 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip sales professionals with the essential competencies required to excel in today's highly competitive and dynamic sales environment.

The program focuses on strengthening core sales capabilities, including negotiation, closing techniques, B2B selling strategies, relationship management, and modern marketing skills. It integrates practical methodologies and real-world applications to ensure participants can effectively convert opportunities into successful business outcomes.

Participants will gain a structured understanding of the sales lifecycle while enhancing their ability to build trust, influence decisions, and drive sustainable revenue growth.

Course Objectives

- Apply advanced negotiation techniques to secure favorable deals and strengthen client relationships
- Utilize effective closing strategies to increase conversion rates
- Understand and implement B2B sales approaches tailored to organizational clients
- Build and maintain long-term, high-value client relationships
- Enhance communication and persuasion skills in sales interactions
- Integrate modern marketing techniques into the sales process
- Leverage digital platforms and social media to support sales growth

Target Audience

- Sales Professionals seeking to enhance their performance
- Business Development Executives
- Account Managers and Key Account Specialists
- Both new and experienced sales professionals aiming to stay competitive

Training Outline

Day 1: Negotiation Skills

- Introduction to negotiation in sales environments
- Key principles and frameworks of effective negotiation

- Understanding different negotiation styles and approaches
- Analyzing client needs, motivations, and decision drivers
- Strategies for achieving win-win outcomes
- Case studies and practical negotiation simulations

Day 2: Closing Techniques

- The science and psychology of closing deals
- Identifying buying signals and readiness to close
- Types of closing techniques assumptive, alternative, urgency-based, etc.
- Timing strategies for successful deal closure
- Handling objections during the closing phase
- Group exercises and role-play activities

Day 3: B2B Selling Excellence

- Fundamentals and characteristics of B2B sales
- Key challenges and success factors in B2B environments
- Building rapport and establishing professional credibility
- Needs analysis and consultative selling approaches
- Designing customized solutions for business clients
- Prospecting and reaching out to new clients effectively

Day 4: Relationship Building & Client Retention

- Strategic importance of relationship management in sales
- Communication strategies for long-term engagement
- Building trust, loyalty, and client satisfaction
- Account management and relationship lifecycle
- Techniques for maintaining and nurturing client relationships
- Interactive discussions and experience sharing

Day 5: Modern Marketing Skills for Sales Professionals

- Introduction to modern marketing concepts for sales
- Latest trends in digital and content marketing
- Building and positioning a strong personal and company brand
- Content marketing strategies to support sales objectives
- Leveraging social media platforms for lead generation
- Techniques for engaging clients via social media to drive sales
- Final group activity and integrated case study

Registration form on the Training Course: Sales Skills

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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:
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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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