



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

*23 - 27 November 2026  
Cape Town (South Africa)  
DoubleTree by Hilton Cape Town - Upper Eastside*

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

Training Course code: F11002 From: 23 - 27 November 2026 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € 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

**Training Course code:** FI1002 **From:** 23 - 27 November 2026 **Venue:** Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside **Training Course Fees:** 6350 € Euro

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: .....

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### 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

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