

KOENIG SOLUTIONS • COURSE OUTLINE

Advanced Sales: Consultative Selling, Negotiation & CRM

Learn to apply consultative selling, strategic planning, negotiation, sales leadership and CRM techniques to drive sales performance.

1 Day

8 HOURS

5

MODULES

28

TOPICS

5

HANDS-ON ACTIVITIES

COURSE OVERVIEW

This course covers advanced sales concepts, customer psychology and consultative selling techniques that shift focus from products to customer needs. It then addresses strategic sales planning, including target market identification, pipeline management and sales channel optimisation, followed by advanced negotiation techniques covering preparation, objection handling and closing complex deals. It also examines sales leadership and team building, including coaching, performance reporting and conflict resolution, before concluding with the use of CRM tools, automation and data-driven strategies to support sales growth.

WHO THIS COURSE IS FOR

Sales Executives

Sales Managers

Account Managers

Business Development Professionals

Sales Team Leaders

CRM Administrators

LEARNING OBJECTIVES

- Explain the shift from product-centric to consultative selling
- Analyse buyer psychology and emotional intelligence in sales
- Plan a sales strategy with defined objectives and KPIs
- Manage a sales pipeline and forecast sales goals
- Compare direct and indirect sales channels
- Apply negotiation tactics to handle objections and close deals
- Evaluate sales team performance using data and reporting tools
- Implement CRM tools to manage customer relationships

5 Modules, 28 Topics

01

Activity

Session 1: Understanding Advanced Sales Techniques

INTRODUCTION TO ADVANCED SALES CONCEPTS

- Understanding the evolving sales landscape
- Advanced sales processes vs. traditional sales

CUSTOMER PSYCHOLOGY AND BEHAVIORAL INSIGHTS

- Understanding buyer psychology
- Leveraging emotional intelligence in sales

CONSULTATIVE SELLING APPROACH

- Moving from product-centric to customer-centric selling
- Identifying pain points and providing solutions

02

Activity

Session 2: Strategic Sales Planning

CREATING A SALES STRATEGY

- Identifying target markets and ideal customers
- Defining sales objectives and key performance indicators (KPIs)

SALES PIPELINE MANAGEMENT

- Building and managing a healthy sales pipeline
- Forecasting and achieving sales goals

OPTIMIZING SALES CHANNELS

- Direct vs. indirect sales channels
- Aligning sales channels with business strategy

03**Activity**

Session 3: Advanced Negotiation Techniques

NEGOTIATION FUNDAMENTALS

- **Stages of negotiation:** Preparation, discussion, and closing
- Effective communication and listening skills in negotiations

TACTICS FOR SUCCESSFUL NEGOTIATION

- Handling objections and difficult questions
- Creating win-win scenarios

CLOSING TECHNIQUES

- Recognizing buying signals
- Strategies for closing complex sales deals

04**Activity**

Session 4: Sales Leadership and Team Building

BUILDING A HIGH-PERFORMING SALES TEAM

Motivating and leading a sales team · Role of coaching and mentoring in sales

SALES MANAGEMENT AND REPORTING

Analyzing sales data and performance metrics · Tools for sales reporting and analysis

MANAGING SALES CONFLICTS

Resolving conflicts within the team · Customer conflict resolution strategies

05**Activity**

Session 5: Technology in Sales and CRM Best Practices

LEVERAGING TECHNOLOGY FOR SALES SUCCESS

- Using CRM tools for managing customer relationships
- Automation and sales tools for productivity

DATA-DRIVEN SALES STRATEGIES

- Using sales analytics to improve performance
- Tracking customer behavior and preferences

Practise What You Learn

#	MODULE	ACTIVITY
01	Session 1: Understanding Advanced Sales Techniques	Case Study 1: Customer-Centric Selling: Participants will analyze a real-world sales scenario where a company shifted from product-based selling to a consultative approach and increased customer retention. Discussion on what strategies were effective.
02	Session 2: Strategic Sales Planning	Case Study 2: Sales Pipeline Optimization: A case study on how a company restructured its sales pipeline to increase lead conversions. Participants will review the steps taken and brainstorm alternative strategies to improve efficiency.
03	Session 3: Advanced Negotiation Techniques	Case Study 3: High-Stakes Negotiation: Participants will work on a complex negotiation case where they must resolve objections from a client and close a deal. They will present their negotiation strategies and compare different approaches.
04	Session 4: Sales Leadership and Team Building	Case Study 4: Leading a Diverse Sales Team: A case study exploring leadership challenges in a multinational sales team, including conflict resolution and performance management. Participants will propose leadership strategies to enhance team performance.
05	Session 5: Technology in Sales and CRM Best Practices	Case Study 5: CRM Implementation for Sales Growth: Participants will examine a case where a company implemented a CRM system and saw a significant boost in sales. They will discuss the CRM features that contributed to the success and how data-driven decisions were made.

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

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✉ info@koenig-solutions.com