

SALES SEAL THE DEAL

US 10047 / NQF Level 5 / Non-Credit Bearing

***“Great salespeople are relationship builders who provide value and help their customers win.”
Jeffrey Gitomer***

Too often, sales is seen as pushy persuasion or relying on charm - but lasting sales success is built on trust, intention, and process.

This course demystifies the sales journey and empowers participants to sell with integrity, clarity, and confidence. Exploring Anthony Iannarino's *10 Commitments*, our programme guides you through each critical stage of the buying journey - building trust, handling objections, and securing real commitment.

Whether you're selling products, services, or ideas, you will be equipped to move from transactional pitches to transformational partnerships. With practical frameworks, communication techniques, and real-world tools, you will learn how to guide your customers to say “yes” - and mean it.

WHO SHOULD ATTEND

- Sales Executives and Representatives
- Sales and Account Managers
- Operations Managers involved in client relationships
- Small business owners
- Anyone preparing to launch a business or pitch a product/service

HOW YOU WILL BENEFIT

- Develop a winning sales mindset that earns trust and credibility
- Master the *10 Commitments* that underpin successful selling
- Apply practical communication techniques to uncover client needs
- Use questioning and listening skills to build rapport and relevance
- Confidently navigate objections and convert resistance into opportunity
- Recognise buying signals and close with intention and authenticity
- Track your progress using an Excel-based sales pipeline tool
- Strengthen customer loyalty through effective follow-up and fulfilment

Two-day course 08:30 - 16:00

Tel: (031) 267 1229

sales@kznbtcc.co.za / www.kznbusinesstraining.co.za

WHAT WILL BE COVERED

Creating Opportunities: Foundations of a trusted sales relationship

- Knowing your product, customer, and the value you bring
- Understanding the first three commitments:
 - **Time** – securing the conversation
 - **Explore** – identifying needs and goals
 - **Change** – helping customers see the value of doing things differently
- Overcoming communication barriers with empathy and clarity
- Applying active listening, observation, and questioning techniques

Deal Strategy: Building momentum and trust

- Moving beyond surface-level conversations
- Gaining mutual agreement through:
 - **Collaboration** – working with the customer, not on them
 - **Consensus** – securing buy-in from all key stakeholders
 - **Investment** – ensuring the customer is ready to commit resources
- Positioning yourself as a problem-solver, not a product-pusher

Closing the deal: From interest to action

- Mastering the final stages of commitment:
 - **Review** – confirming alignment and eliminating surprises
 - **Resolve concerns** – addressing fears, doubts, and objections
 - **Decide** – asking for the sale with confidence and clarity
 - **Execute** – confirming next steps and follow-through
- Recognising buying signals and when to ask for the deal
- Completing necessary documentation and formalities

Beyond the close: Following through and building loyalty

- Maintaining momentum after the deal
- Strategies for follow-up, fulfilment, and long-term client retention
- Building your resilience and self-motivation in a high-rejection environment
- Reflecting on sales experiences and strengthening your process

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