

Scandinavian Academy
Training Center

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Email | info.en@scandinavianacademy.co Web site:https://scandinavianacademy.co/en :
Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Power Selling

Code	City	hotel	Start	End	price	Language - Hours
SM-305SA	Al Khobar	Hotel Meeting	2026-12-06	2026-12-10	9950 SR	En - 25

Program Objectives

By the end of the program, participants will be able to:

- Identify the behaviors and skills of a successful sales professional.
- Describe different types of selling models.
- Understand prospecting and be able to conduct a powerful sales call.
- Use a customer centered selling approach to provide value.
- Choose a closing technique to earn the business.
- Manage the customer relationship on an ongoing basis.
- Develop an action plan to apply new skills

Program Outline

Selling Skills Assessment

• Sales Competency Model

• Behaviors, Characteristics and Skills of a Successful Salesperson

Types of Selling

• Strategic Selling and Buyers Influence

• Planning your Calendar to Achieve Sales Goals and Build a Sales Pipeline

• Retail (Face-to-face) Selling

• Relationship (Consultative) Selling

• SPIN® Selling: The SPIN® Sales Model

• Characteristics of Different Selling Models, Types and Structures

Sales Closing

• Attitude of the Sales Professional

• Dealing with Customer Objections

• Various Closing Techniques

• The Feel Felt Found Approach

• Strategies to Respond to Common New Business Objections.

Relationship Management (Partnering with Customers)

• Technologies or Methods for Maintaining Customer Information CRM

• Strategies to Maintain Communication with a Customer

• Customer Marketing Pyramid

• Relationship Marketing

• Consultative Selling

• Life Time Value of a Customer (LTV)

• Conflict Handling

Sales Win-Win Negotiations

• The Phases of Sales Negotiations

• The Harvard Model Applied to Sales Negotiation

• The Art of Bargaining and Concessions Handling

NLP and Emotional Intelligence in Selling

• What is NLP?

• Implications for Marketers, Sales Advertising People

• Hypnotic Marketing and Hypnotic State Inducing Vocabulary

• Mind Reading

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The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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