

Scandinavian Academy
Training Center

Mobile | 00966536473335 : Mobile | 00966112695229 : Phone : 00966552365295
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: Value Based Selling: Overcoming Price Objection

Code	City	hotel	Start	End	price	Language - Hours
SM-314SA	Riyadh	Hotel Meeting Room	2026-12-06	2026-12-10	9950 SR	En - 25

Course Introduction

In today’s rapidly changing and highly competitive business environment, successful selling requires more than just persuasive skills—it demands a deep understanding of customer needs, strategic thinking, and the ability to build lasting value-based relationships. This dynamic training program equips participants with the essential tools and techniques to transform their sales approach from transactional to consultative.

Throughout this course, participants will explore the evolving nature of personal selling, gain insight into the psychology of the sales process, and learn how to align their selling strategies with the customer’s buying journey. With a strong emphasis on practical application, participants will also refine their communication skills, learn to overcome common sales objections, and enhance their ability to manage and retain valuable customer relationships.

Course Objectives

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

- Integrate consultative and value added selling into their professional practices.
- Understand the process and psychology of the sales cycle.
- Synchronize their selling cycle to the buying cycle of the customer.
- Manage the value of their customers.

This Program is designed for

Sales and Marketing staff as well as anyone who needs to sell a commodity or an idea to another person.

Course Outline

The Changing Business Environment

- Turbulent Times for Companies
- Evolution of Personal Selling
- Are We Selling Something or Helping the Customer Buy?
- Personal Selling Profile

Preparation and Self Organization

- Personal Management
- Impact of Your Appearance
- Developing a Strategy for Sales Success (The BAT Formula: Behavior, Attitude and Techniques)

The Sales Meeting

- Functions of the Sales Presentation
- Professional Skills
- The ASAP Formula (Art, Science, Agility, Performance)
- The 7-Step Sales Process
- Overcoming Objections Which Comprise 6 Major Factors:
    - Need
    - Features
    - Company
    - Price
    - Time

    - Competition
- Closing Techniques

Creating Rapport through Communication

- Purpose of Communication
- Elements of Communication with Others
- Questioning and Probing Skills (The RAIN Model: Rapport, Aspirations, Impact, Need Analysis)

Managing the Customer Relationship

- Service Beliefs and Philosophy
- Basic Attributes of a Positive Attitude
- Value of Your Customer and How You Manage It
- Causes of Customer Attrition
- How to Respond to Different Buyers and Different Personalities

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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المملكة العربية السعودية - الرياض - حي الخليج - شارع الشيخ عبد العزيز بن عبد الرحمن بن بشر - 13223 - مكتب رقم 5
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