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Course Name

Sales Conversations That Convert

Sector Name

Sales, Marketing and Customer Service

Document Type

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Sales Conversations That Convert

Course Introduction

A successful sales conversation is not defined by how much the salesperson says, but by how effectively the conversation helps the customer clarify needs, recognize value, resolve uncertainty, and become ready to move forward.

When conversations rely too heavily on pitching, scripted questions, or premature closing, valuable opportunities can lose direction even when the solution itself is strong.

BOOST Consulting & Training presents **Sales Conversations That Convert** as a highly practical program focused on building purposeful sales conversations that uncover real customer needs, communicate relevant value, navigate hesitation, and move customers naturally toward commitment.

Participants will strengthen their ability to lead each stage of the conversation through questioning, listening, value dialogue, objection handling, and realistic sales practice while maintaining credibility and customer trust.

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Target Audience

This program is designed for Sales Professionals, Account Executives, Business Development Executives, and customer-facing professionals involved in sales conversations and customer acquisition.

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Learning Objectives

- ✓ Structure sales conversations around clear customer and commercial outcomes.
- ✓ Use purposeful questions to uncover needs, priorities, and underlying concerns.
- ✓ Apply active listening techniques to identify meaningful customer cues.
- ✓ Translate product or service capabilities into relevant customer value.
- ✓ Respond constructively to objections, hesitation, and difficult questions.
- ✓ Recognize customer readiness and guide conversations toward appropriate next steps.
- ✓ Conduct confident, customer-centered sales conversations from discovery to commitment.

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Sales Conversations That Convert

Course Outline

✓ DAY 01

Creating Conversations Customers Want to Continue

Opening with Purpose

- ✓ Establishing relevance and credibility in the first stage of the interaction
- ✓ Setting a clear conversational direction without sounding scripted
- ✓ Moving naturally from initial engagement into meaningful discovery

Creating Customer Engagement

- ✓ Balancing speaking, questioning, and listening throughout the conversation
- ✓ Recognizing verbal and behavioral cues that signal interest or disengagement
- ✓ Adjusting conversational pace and direction based on customer response

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✓ DAY 02

Discovering What the Customer Really Needs

Asking Questions That Reveal Value

- ✓ Progressing from broad exploration to focused diagnostic questions
- ✓ Uncovering problems, priorities, expectations, and desired outcomes
- ✓ Exploring the impact and consequences behind customer requirements

Listening Beyond the Answer

- ✓ Identifying key information, emotions, assumptions, and missing details
- ✓ Using follow-up questions to deepen understanding without interrogating
- ✓ Summarizing and validating needs before moving toward a solution

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Course Outline

✓ DAY 03

Turning Solutions into Customer Value

Connecting the Offer to What Matters

- ✓ Selecting the most relevant capabilities instead of presenting everything
- ✓ Translating features and capabilities into customer-specific benefits
- ✓ Connecting proposed value to the customer’s priorities and desired outcomes

Making Value Clear and Credible

- ✓ Structuring concise and persuasive value explanations
- ✓ Using evidence, examples, and comparisons appropriately
- ✓ Checking customer response before advancing the conversation

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Course Outline

✓ **DAY 04**

Navigating Objections and Customer Hesitation

Understanding What Sits Behind the Objection

- ✓ Differentiating questions, concerns, resistance, and genuine objections
- ✓ Exploring the reason behind price, timing, risk, or solution concerns
- ✓ Avoiding defensive responses and premature counterarguments

Responding Without Losing Trust

- ✓ Acknowledging concerns while maintaining the value of the offer
- ✓ Reframing objections through clarification, evidence, and alternatives
- ✓ Practicing difficult customer exchanges through objection-response scenarios

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✓ DAY 05

Moving from Conversation to Commitment

Recognizing Readiness and Advancing the Sale

- ✓ Reading signals that indicate readiness, uncertainty, or need for further discussion
- ✓ Summarizing agreed value before proposing the next step
- ✓ Securing clear commitments without relying on high-pressure closing techniques

Sales Conversation Simulation

- ✓ Conducting an end-to-end conversation from opening through commitment
- ✓ Reviewing conversational choices through structured peer and facilitator feedback
- ✓ Creating a personal Sales Conversation Planner for workplace use

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 $	UAE , Abu Dhabi

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