BLACKBIRD FOR TRAINING

Sales Management Masterclass

Kigali (Rwanda)

6 - 10 October 2025

Sales Management Masterclass

Code: CC28 From: 6 - 10 October 2025 City: Kigali (Rwanda) Fees: 3300 Pound

Introduction

This course provides participants with core knowledge about sales as a function and as a process; this means that participants will get solid exposure to sales and its contribution to company growth. They will also gain an in-depth understanding of sales and self-management, the art of prospecting, opportunity planning, and resource allocation. In addition, participants will acquire several skills related to negotiating deals, overcoming obstacles, resolving customer issues, and closing sales. Also, we cover all the most important elements of service any person involved in direct interactions with customers should know and apply. From the necessary behavioral and communication skills to the right attitude, and including specific methods to analyze and improve the service provided, we cover it all in a straightforward and effective manner that will help participants ensure customer satisfaction and delight in the most challenging situations.

Course Objectives of Sales Management MasterClass

- Identify and adopt the right professional selling behaviors and skills needed to maximize sales performance.
- Develop critical self-driven practices to optimize personal and business effectiveness and efficiency.
- Master and implement the sales process to successfully handle objections and close more deals.
- Manage customer expectations and exceed them to gain customer loyalty and generate repeat business.
- Master the art of verbal and non-verbal communication to create an atmosphere of respect and trust in the seller-buyer interface .

Sales Management MasterClass Course Outlines

Day 1

The changing business environment

- The evolution of personal selling.
- The new sales competencies.
- Behaviors, characteristics, and skills of a successful salesperson.
- Personal selling profile self-assessment instrument.

Day 2

Preparation and self-organization

- Targets from a sales perspective.
- Personal management.
- Time management for salespeople.
- Understanding the psychology of selling.

Day 3

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Mastering the sales process: from initiation to post-sales

- The vital importance of prospecting.
- Setting your ideal customer profile.
- Understanding the sales funnel
    - Pre-approach:
        - How to conduct effective competitive analysis
            - Neutralize or offset perceived competitor's advantages.
            - Working your company's strengths against competitors' weaknesses.
            - Presenting your Unique Selling Proposition USP.
            - Finding and sharing the Customer Value Proposition CVP.
    - Approach:
        - Creating a positive first impression.
        - The art of breaking the ice.
        - Researching and simulating sales solutions.

Day 4

Mastering the sales process: from initiation to post-sales

- Understanding the sales funnel
    - Presentation:
        - The presentation mix.
        - The fundamentals of powerful sales presentations.
    - Handling objections:
        - Reasons for customer objections.
        - Dealing with sales objections.
    - Closing:
        - Reading the buying signals.
        - Types of closing techniques.
    - Follow-up and retention:
        - Handling customer complaints.
        - Essentials of relationship management.

Day 5

Professional Behavior with Customers

- The power of behavior.
- Principles of effective behavior.
- How to behave professionally with the customer.
- Verbal and non-verbal components of communication styles.

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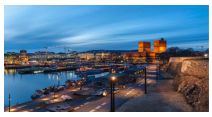
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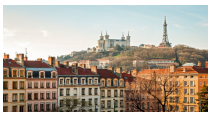
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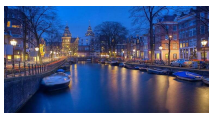
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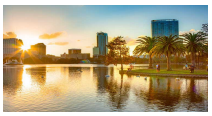
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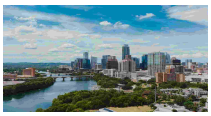
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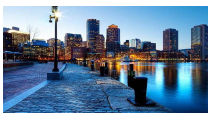
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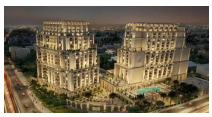
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