

# Corporate Sales Techniques And Strategies Training Course

Drive Team Excellence And Measurable  
Revenue Growth With Expert-Led Global  
Training



# The Evolution Of Sales Enablement



## The Legacy State

Fragmented Training  
Administration, Cultural  
Resistance, Generic Content,  
And Inability To Handle  
Complex Pricing Objections



## The Edstellar Turning Point

Centralized Training  
Management, Real-World  
Case Scenarios,  
Customizable Delivery, And  
Global Expert Facilitation



## The Enterprise Outcome

Advanced Capability To  
Navigate Complex Sales  
Scenarios, Build Long-Term  
Client Loyalty, And Maximize  
Average Order Value.

# The Program Blueprint



8 - 12 Hours  
Duration



Instructor-Led  
Group Training



Virtual, On-Site, Or  
Off-Site Delivery



10,000+ Verified  
Global Trainers



Edstellar Course  
Certificate

# The Capability Activation Staircase



# Structured For Immediate Application

## Phase 1: Psychological Foundations

- Introduction To Techniques
- Improving Sales Skills
- Why People Buy.

Understanding Customer Psychology And Fundamental Sales Readiness.



## Phase 2: Strategic Execution

- Counteracting Objections
- Holding A High Price.

Navigating Resistance And Justifying Premium Value.



## Phase 3: Advanced Mastery

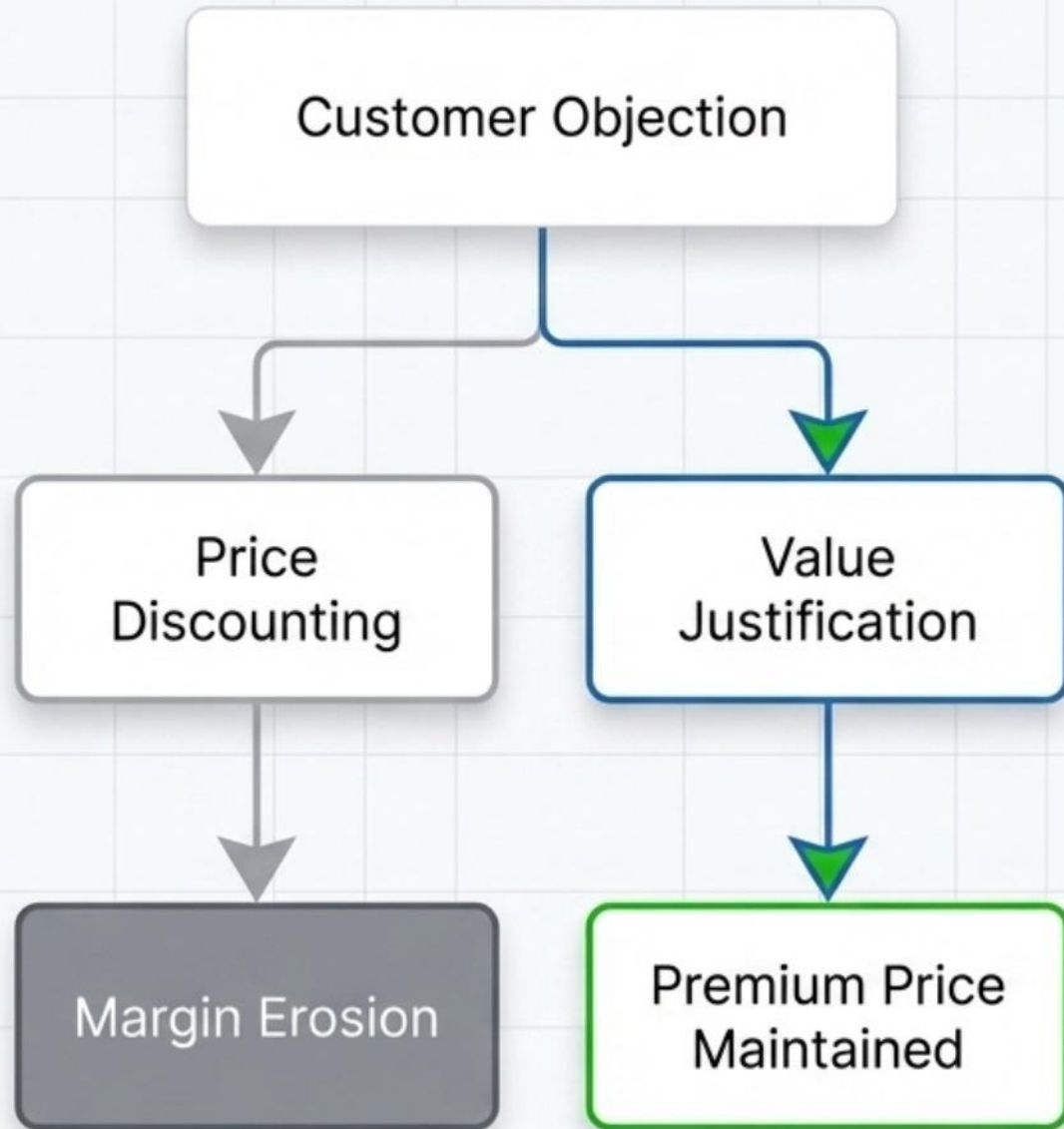
- Increasing Order Value
- Advanced Techniques
- Great Presentations.

Securing Commitments And Delivering High-Impact Pitches.

# Establishing The Psychological Baseline



# Overcoming Resistance And Protecting Margin



## Key Execution Skills

1. Addressing Root-Cause Objections
2. Communicating Premium Value
3. Resolving Customer Concerns Effectively
4. Maintaining Trust During Friction

# Securing Enterprise Commitments



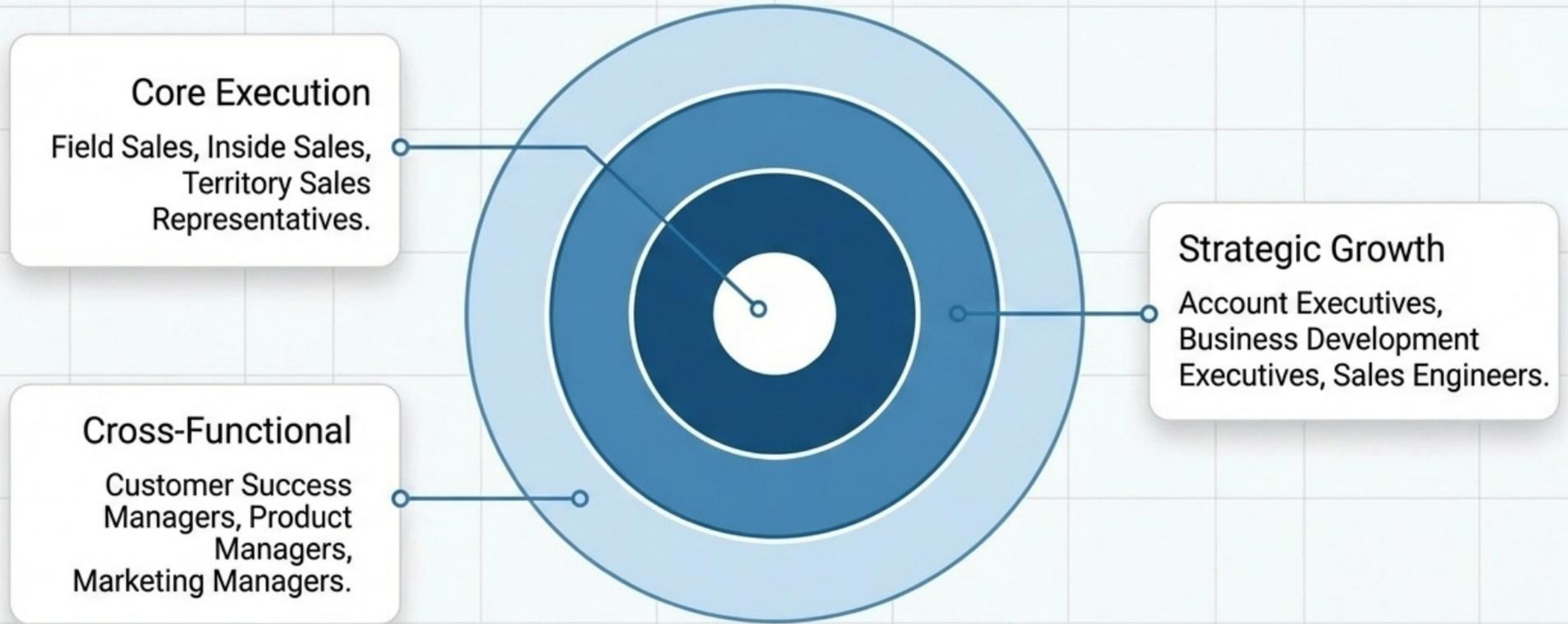
# Aligning Roles With Revenue Outcomes

Organizational Role	Skill Acquired	Business Outcome
Sales Representatives	Objection Handling & Prospecting	Higher Conversion Rates And Increased Pipeline Velocity.
Account Executives	Negotiation & Relationship Building	Expanded Client Lifetime Value And Loyalty.
Marketing Managers	Persuasive Communication & Psychology	Tighter Sales Alignment And Improved Buyer Engagement.

# The Edstellar Impact Engine



# Target Audience Alignment



# Flexible Engagement Formats



## Virtual Live Training

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- ✓ Accommodates Large Global Groups
- ✓ Ensures Consistent Quality
- ✓ Integrates Into Daily Schedules



## On-Site Face-To-Face

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- ✓ Tailored To Specific Workplace Environments
- ✓ Enables Hands-On Demonstration
- ✓ Fosters Team Collaboration



## Off-Site Face-To-Face

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- ✓ Provides Distraction-Free Environments
- ✓ Enhances Team Bonding
- ✓ Reflects Commitment To Employee Development

# Proof Of Impact

*“The Sales Techniques and Strategies training exceeded my expectations in every way... I gained comprehensive knowledge of practical applications that transformed my approach to incredibly practical and immediately applicable. I’ve been able to drive meaningful innovation and improvement within my department. The instructor’s expertise in hands-on exercises made complex concepts crystal clear and actionable.”*

**Jamey Cunningham**

Senior Demand Generation Manager  
Sales Technology Platform

# Unmatched Worldwide Delivery



Delivery Capability Across  
100+ Countries



Facilitation In 10+ Languages  
(Including English, Español, 普通话,  
Deutsch, Français, 日本語)

# Accelerate Your Sales Transformation



Partner With A **Leading Corporate Training Provider** Today.

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