



SALES PERFORMANCE & NEGOTIATION MASTERY

This journey develops the sales leadership and negotiation capability needed to convert opportunity into sustained commercial results.

Develop Sales Leaders Who Convert

Sales effectiveness is shaped by how sales leaders think, decide, and act in real commercial environments. This learning journey is designed to strengthen professional sales leadership and strategic negotiation capability in environments where outcomes are critical.

Drawing on Gallup's research, which shows that effective leader-manager behaviour is a key driver of both employee and customer experience, the journey focuses on developing sales leaders who can motivate teams while delivering against commercial objectives. By integrating applied sales leadership principles with practical negotiation frameworks, participants build the capability to manage complex negotiations, close value-driven deals, and deliver sustained business performance.

KEY OUTCOMES

- Master Sales Leadership & Motivation
- Advanced Selling & Key Account Management
- High-Trust Deal Closure
- Strengthened Emotional & Interpersonal Intelligence
- Expert Negotiation Frameworks
- Enhanced Customer Experience (CX) & Application

WHO IT'S FOR

- Sales managers and team leaders
- Business development professionals
- Key account managers
- Sales executives transitioning to leadership roles
- Professionals who negotiate regularly

DURATION

3 weeks

One full-day live session (online or in person), followed by two half-day live online sessions, with structured workplace application assignments between sessions.