# Winning at Sales: From Prospecting to Closing Training Course



07 - 11 Dec 2026

Rome

5800 € (Per Person)

Ref: #SAL4114_38370

## Course Introduction / Overview:

The world of sales can seem overwhelming for those just starting out, but at its core, it's a process that anyone can learn and master. This essential training course, presented by BIG BEN Training Center, is designed to give beginners a solid foundation in the fundamentals of sales, providing a clear, step-by-step roadmap from finding a lead to closing a deal. We'll explore core principles from academic experts in the field of marketing and sales, such as Neil Rackham, whose book, SPIN Selling, revolutionized how salespeople approach conversations. The program will cover every key stage of the sales cycle, including effective prospecting strategies, building a strong sales pipeline, and conducting engaging product demonstrations. Participants will learn how to write a compelling sales email, make a great first impression, and handle common objections with confidence. We'll focus on developing strong communication skills and the ability to ask the right questions to uncover a client's needs. This course is for anyone who wants to start a career in sales or for professionals who want to build a foundational understanding of the sales process. By mastering the core concepts, you will be well on your way to a successful and rewarding career in sales.

## Target Audience / This training course is suitable for:

- Aspiring sales professionals.
- Recent graduates starting a sales career.
- Customer service representatives.
- Marketing coordinators.
- Entrepreneurs and small business owners.
- Anyone new to sales or business development.
- Professionals looking for a career change.

## Target Sectors and Industries:

- Technology and software.
- Retail and consumer goods.
- Financial services and banking.
- Real estate and insurance.
- Hospitality and tourism.
- Government agencies and equivalents.
- Telecommunications.
- Professional services.

## Target Organizations Departments:

- Sales.
- Business development.
- Customer relations.
- Marketing.
- Client services.
- Human resources.

## Course Offerings:

By the end of this course, the participants will have able to:

- Master the core fundamentals of sales.
- Develop a list of effective prospecting strategies.
- Build and manage a robust sales pipeline.
- Conduct an effective sales pitch and product demonstration.
- Use active listening skills to uncover client needs.
- Handle common objections with confidence.
- Understand the key stages of the sales cycle.
- Begin to build a foundation for a successful sales career.

## Course Methodology:

This training course uses a highly practical and engaging methodology. We will use a variety of case studies to illustrate successful sales processes from start to finish. The program includes interactive sessions where participants will practice their prospecting skills, write compelling sales emails, and deliver short pitches. The trainers at BIG BEN Training Center will facilitate role-playing exercises where participants can practice conversations with potential clients, receive immediate feedback, and refine their approach. This hands-on method ensures that the learning is not just theoretical but is deeply ingrained through repetition and feedback. The course is built on the principle that the best way to learn about sales is by doing it, so you'll leave with the confidence and practical skills needed to start selling from day one.

## Course Agenda (Course Units):

### Unit One: Foundations of a Sales Career

- Understanding the role of a salesperson.
- The sales mindset: resilience and growth.
- The fundamentals of sales.
- The sales cycle: from lead to closing.
- Setting and achieving personal sales goals.
- Developing a strong professional network.
- Building a foundation for long-term success.

### Unit Two: Prospecting and Lead Generation

- Strategies for effective prospecting.
- Identifying and qualifying potential leads.
- Using social media for business development.
- Crafting a compelling cold email.
- Making a successful cold call.
- Building a sales pipeline.
- Organizing your leads and contacts.

### Unit Three: Sales Discovery and Needs Analysis

- The art of active listening.
- Asking powerful open-ended questions.
- Conducting a thorough needs analysis.
- Identifying a client's pain points and goals.
- Developing a solution-focused mindset.
- Using research to prepare for a call.
- Moving from a conversation to a sales opportunity.

## Unit Four: Pitching and Presenting Your Solution

- Structuring an effective sales pitch.
- Delivering a compelling product demonstration.
- Presenting your value proposition clearly.
- Handling tough questions about your product.
- Tailoring your message to your audience.
- Persuasive communication skills for sales.
- Creating a memorable and impactful presentation.

## Unit Five: Objection Handling and Closing the Deal

- Understanding common objections.
- Techniques for objection handling.
- The art of trial closing.
- Recognizing buying signals.
- Closing techniques for beginners.
- The importance of a clear call to action.
- The first steps to getting to a "yes".

# FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

While many believe sales success is a result of personality, how can a beginner who is naturally introverted leverage a systematic approach and acquire skills to achieve a high level of professional achievement?

## What unique qualities does this course offer compared to other courses?

This training course is unique because it is designed specifically for beginners, providing a structured, step-by-step roadmap that demystifies the sales process. While many other programs assume a level of prior knowledge, this one starts with the absolute basics, covering everything from prospecting to closing. The program's strength lies in its practical, hands-on methodology, which uses extensive role-playing and interactive sessions to ensure that participants not only understand the concepts, but can also apply them with confidence. We focus on building fundamental skills, such as communication and active listening, which are essential for long-term success. The course provides a solid foundation for anyone starting their career, giving them the tools and the confidence, they need to succeed in any sales role.