Advanced Selling and Closing Techniques Training Course



07 - 11 Dec 2026

Cape town

4600 € (Per Person)

Ref: #SAL4249_254100

Course Introduction / Overview:

In the high-stakes world of sales, the ability to effectively close a deal is the ultimate measure of success. This training course, offered by BIG BEN Training Center, moves beyond basic sales tactics to focus on the advanced techniques and mindset required to become a true closer. We will explore core concepts from academic thought leaders like Daniel Kahneman, whose work on cognitive biases in Thinking, Fast and Slow offers powerful insights into how customers make decisions. The program is designed to help experienced sales professionals and leaders refine their skills, overcome common objections, and master the final stages of the sales process. We'll delve into sophisticated strategies for negotiation, building a strong sales funnel, and using persuasive language to drive commitments. Participants will learn how to use advanced sales techniques, understand the psychology of closing, and apply a variety of closing strategies. This is not about being pushy, but about using a clear, confident, and ethical approach to guide the client to a decision that benefits everyone involved. The course also covers objection handling and deal negotiation with a focus on creating win-win outcomes. By mastering these skills, you will not only increase your closing rate but also build a reputation as a trusted advisor.

Target Audience / This training course is suitable for:

- Experienced sales professionals.
- Sales managers and team leaders.
- Account executives and key account managers.
- Business development managers.
- Entrepreneurs and business owners.
- Negotiation specialists.
- Anyone looking to improve their closing ratio.

Target Sectors and Industries:

- Technology and software.
- Financial services and banking.
- Real estate and construction.
- Professional services.
- Healthcare and pharmaceuticals.
- Government agencies and equivalents.
- Manufacturing and industrial.
- Automotive sales.

Target Organizations Departments:

- Sales.
- Business development.
- Account management.
- Corporate training.
- Customer relations.
- Executive leadership.

Course Offerings:

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

- Master a variety of advanced sales closing techniques.
- Overcome complex objections with confidence and professionalism.
- Use persuasive communication to guide the sales conversation.
- Negotiate deals effectively for win-win outcomes.
- Recognize and use signals from potential clients.
- Build and manage a high-conversion sales funnel.
- Understand the psychology of closing and decision-making.
- Develop a strategic, personalized approach for each deal.

Course Methodology:

This course uses a hands-on, practical methodology designed for immediate application. We'll use a series of realistic role-playing scenarios where participants can practice and refine their closing techniques in a safe environment. Trainers at BIG BEN Training Center will provide personalized coaching and feedback, helping each person identify their strengths and areas for improvement. The program includes case studies of successful and unsuccessful deals, allowing participants to analyze what worked and why. We'll also have lived interactive negotiation sessions where participants can apply new strategies and practice handling difficult objections. This approach 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 master a skill is to practice it until it becomes second nature, so you'll leave with the confidence and ability to close more deals immediately.

Course Agenda (Course Units):

Unit One: The Mindset of the Master Closer

- Shifting from a salesperson to a strategic advisor.
- Understanding the psychology of closing.
- Overcoming fear of rejection and common mental blocks.
- The role of confidence and authority in securing a deal.
- Recognizing and responding to buying signals.
- The importance of a win-win outcome.
- Establishing a foundation of trust early in the sales process.

Unit Two: Advanced Closing Techniques

- Mastering a variety of advanced sales techniques.
- Using trial closes to test the client's readiness.
- The art of assumptive and direct closes.
- Creating urgency with effective closing strategies.
- Using tie-down and summary closes to get a commitment.
- The power of silence in negotiation.
- Adapting techniques to different sales situations.

Unit Three: Negotiation and Objection Handling

- The difference between negotiation and closing.
- Advanced negotiation strategies for complex deals.
- Handling common and complex objections professionally.
- Techniques for turning "no" into "not yet".
- Managing price objections and building value.
- The importance of deal negotiation in high-value sales.
- Using concessions strategically.

Unit Four: The Strategic Sales Funnel

- Building a high-conversion sales funnel.
- Qualifying leads to ensuring a higher closing rate.
- Lead management and nurturing for a smooth sales process.
- The role of follow-up in closing deals.
- Using data to analyze and improve your funnel's performance.
- Shortening the sales cycle without losing the client.
- Leveraging your network for referrals and introductions.

Unit Five: The Long-Term Closer's Blueprint

- Developing a personalized closing strategy.
- Maintaining a strong client relationship post-sale.
- Building a referral engine for repeat business.
- Using your reputation to close future deals more easily.
- Reviewing and refining your approach with every sale.
- The future of advanced sales closing in the digital world.
- Creating a legacy of trust and success.

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:

Given that modern buyers are more informed than ever, how can a sales professional move beyond manipulative tactics and instead use genuine persuasion to close deals while building lasting relationships based on trust?

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

This training course is unique because it is not for beginners. It is designed specifically for experienced sales professionals who want to move from being a good salesperson to a great closer. Most courses teach basic techniques, but this one focuses on the advanced psychology and nuanced strategies that turn potential deals into closed business. We don't just teach you what to say, we teach you how to think, offering a deep dive into persuasive communication and objection handling. The program's emphasis on strategic negotiation and creating win-win outcomes ensures that participants not only get the sale, but also build a long-term, trusting relationship with their clients. Our methodology is heavily based on role-playing and case studies, providing a safe and practical environment to master these high-level skills. The course is about turning your professional experience into a repeatable, strategic process that allows you to confidently close more deals and exceed your targets.