

THE SALES ACCELERATOR BLUEPRINT

Mastering The 5-step Path
to Consistent Success

**GROW YOUR TALENT,
GROW YOUR ORGANISATION.**

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About this course

This course provides a structured 5-step approach to mastering sales, from prospecting to closing deals effectively. Participants will gain essential sales skills to improve their performance and increase revenue. The programme focuses on practical, real-world techniques that strengthen consistency across each stage of the sales cycle. Through guided practice, case-based learning, and role-play activities, participants will develop greater confidence and competence in driving successful sales outcomes.

Who Should Attend?

1. New and experienced sales professional

Learning Outcomes

By the end of this programme, participants will be able to:

1. Implement the 5-step success framework in sales
2. Equip themselves with skills in prospecting, appointment setting, need analysis, closing and upselling
3. Develop confidence in handling sales objections and negotiations
4. Strengthen communication and questioning techniques to uncover client needs effectively
5. Build trust and rapport to support long-term customer relationships
6. Apply structured follow-up and post-sale engagement strategies to drive repeat business and referrals



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SALES PIPELINE FOUNDATIONS



MODULE 1, 2

- 1. Step 1: Prospecting & Lead Generation**
 - Understanding your target audience
 - Effective prospecting techniques (online & offline)
 - Building a lead database
- 2. Step 2: Securing Appointments**
 - Crafting an effective approach
 - Handling objections during appointment setting
 - Using scripts and personalisation



MODULE 3

- 3. Step 3: Need Analysis & Solution Presentation**
 - Understanding client needs through active listening
 - Asking powerful questions to uncover pain points
 - Presenting tailored solutions effectively



CONVERSION & REVENUE EXPANSION



MODULE 4

- 4. Step 4: Comforting Clients & Closing**
 - Overcoming customer doubts
 - Building trust and credibility
 - Handling last-minute objections



MODULE 5

- 5. Step 5: Review & Upselling**
 - Post-sale relationship management
 - Identifying upselling and referral opportunities
 - Maintaining long-term client engagement



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SCAN QR CODE FOR DETAIL INFO



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