

cto

corporate training options

About Us

Our mission at CTO is empowering people through learning that drives lasting growth and organisational success.

With that focus, we provide high-quality, practical training designed to help individuals and organisations build skills, improve performance and adapt to an ever changing business environment.

With experienced trainers and flexible delivery options, CTO provides engaging, results-focused learning designed to strengthen capability and support long-term business success.

*“Hope is NOT a
Development Plan.”*

Sales Training - Prospecting to Closing

Other Sales Courses

- Professional Selling over the Phone
- Sales Management - Build a Winning Sales Team

Skills that Build Teams that Win

Contact Us

We would love to collaborate with you



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*Our trainers are located all across
Australia.*

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Sales: Sales Training - Prospecting to Closing

The Challenge

Sales success isn't about luck or natural charisma—it's about mastering a repeatable process from identifying prospects to closing deals. Many salespeople struggle at various stages: finding quality leads, handling objections or asking for the sale. Without systematic sales skills, even hardworking sales professionals leave money on the table and fail to meet targets consistently.

Educate, Elevate and Empower

What you will Learn

- ✓ Identify and qualify high-potential prospects effectively
- ✓ Conduct discovery conversations that uncover real needs
- ✓ Present solutions that resonate with buyer motivations
- ✓ Handle objections confidently and move deals forward
- ✓ Recognise buying signals and ask for the sale
- ✓ Close deals using proven techniques that feel natural
- ✓ Build a sales pipeline that delivers consistent results

Who should Attend

This comprehensive program is designed for sales professionals who want to master the complete sales cycle and achieve consistent results. Ideal participants include:

- Sales representatives and account executives
- Business development professionals
- Anyone responsible for generating revenue
- New salespeople building foundational skills

Course Delivery

- Online via Microsoft Teams
- Onsite at your Workplace
- Hybrid (combination of both)

Duration

- 2 Full Day Course

Group Sizes

Our prices are based on group sizes and not per person (the more the merrier)

- 1 - 3 trainees
- 4 - 15 trainees
- 16 - 20 trainees

Pre Requisites

None - Open to all

Course Modules

Module 1. The Sales Professional mindset

- Why process beats personality in consistent sales performance
- Separating activity from productivity, working smarter across the pipeline
- The beliefs and habits that separate top performers from the rest
- Taking ownership of your results without waiting for perfect conditions

Module 2. Identifying and Qualifying High-Potential Prospects

- Defining your ideal customer profile - who is actually worth pursuing
- Prospecting methods that generate quality over quantity
- Qualification frameworks, knowing early who deserves your time
- Avoiding the full pipeline illusion, why busy doesn't mean productive

Module 3. Opening Conversations that create Opportunity

- Getting past gatekeepers and securing the right conversations
- Crafting an opening that earns attention and interest
- Moving from small talk to purposeful conversation naturally
- Setting the tone for a consultative, not transactional relationship

Module 4. Discovery - Uncovering what buyers really need

- Why most salespeople talk too much and listen too little
- Asking layered questions that reveal pain, priority and urgency
- Understanding the difference between stated needs and real needs
- Listening for the emotional drivers behind the logical decision

Module 5. Presenting Solutions that Resonate

- Moving from product- pitching to problem - solving
- Tailoring your presentation to what you heard in discovery
- Connecting features to outcomes that matter to this specific buyer
- Keeping presentations focused, relevant and conversational

Module 6. Handling Objections and Keeping Deals moving

- Why objections are a sign of interest, not rejection
- A proven framework for acknowledging, exploring and responding
- Handling the most common objections - price, timing and competition
- Knowing when to address objections and when to park them

Module 7. Recognising Buying Signals and Asking for the Sale

- Reading verbal and behavioural cues that signal readiness
- Why salespeople hesitate to close and how to overcome it
- Closing techniques that feel like a natural next step not pressure
- Handling stalls and keeping momentum without being pushy

Module 8. Building a Pipeline that delivers consistent results

- Understanding pipeline health - volume, velocity and conversion
- Creating prospecting habits that keep the pipeline full
- Reviewing and learning from won and lost deals
- Building a personal sales system that produces results week after week

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