SALES

Sales Skills 1:1

Discover needs accurately, explain a relevant offer and complete a professional sales conversation.

8 sessions × 60 minutes · 8 hours · 640 AZN. Prices may change depending on current conditions.

Who is it for

For professionals who want to develop skills in sales and apply their learning at work.

By the end you will be able to

- Identify buyer criteria through open questions and summary in a discovery meeting.
- Translate a product feature into a value statement linked to a confirmed need.
- Clarify an objection and prepare a response, agreed next step and follow-up.

Practical assignments

- Five-question needs interview with trainer feedback.
- Feature–benefit–evidence table and price presentation.
- Full sales role play from first contact to follow-up.

Session plan

01 Identifying customer needs

02 Asking effective questions

03 Presenting value

04 Handling objections

05 Presenting the price

06 Closing the sale

07 Follow-up

08 Real sales simulation

Final practical output

Question plan, value statement, objection response and follow-up template for the participant's offer.

Assessment and feedback

The final role play receives feedback on needs discovery, evidence-based value, objection response and an agreed next step.

Training format

Live online via Zoom / Google Meet. 1 participant + 1 trainer. Schedule agreed together.

Contact and enrolment

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