



Design Thinking for Sales Training Program

Client Problem Solving

- Understand Customer Needs • Develop Innovative Sales Solutions • Deliver Exceptional Customer Value



Audience

Design Thinking for Sales is designed for professionals and organizations that want to adopt innovative, customer-centered approaches to sales strategy and problem-solving.

Ideal for:

- Sales professionals and sales executives
- Business owners and entrepreneurs
- Sales managers and team leaders
- Business development managers
- Marketing professionals involved in product positioning
- Startup founders building customer-focused solutions
- Customer success and account management professionals
- Consultants and innovation professionals
- Digital marketers and product teams



Course Description

Design Thinking for Sales focuses on applying design thinking principles to sales processes in order to develop innovative, customer-centered solutions that improve business outcomes.

Participants will learn how to use design thinking frameworks to enhance product positioning, strengthen customer relationships, and create sales strategies that respond effectively to changing market needs.



Course Outline

- Module 1: Introduction to Design Thinking in Sales
- Module 2: Understanding Customer Needs and Pain Points
- Module 3: Defining Sales Problems and Opportunities
- Module 4: Ideation and Creative Solution Development
- Module 5: Designing Customer-Centered Sales Experiences
- Module 6: Prototyping Sales Solutions and Value Propositions
- Module 7: Testing and Refining Sales Strategies
- Module 8: Implementing Innovation in Sales Processes



Training Details

Duration: 2 days

Training Fee: N300,000(excluding tax)





Thank you



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