



SALES CYCLE MANAGEMENT



Master the Momentum, Close the Gap

- Understand the Sales Process • Manage Opportunities Effectively
- Close Deals Consistently



Audience

Sales Cycle Management is designed for individuals and professionals who want to understand and effectively manage the entire sales process from the first customer interaction to closing the deal and maintaining long-term relationships. The training provides practical knowledge on how to structure and navigate each stage of the sales cycle to improve sales efficiency and increase conversion rates.

Ideal for:

- Sales professionals and sales executives
- Business owners and entrepreneurs
- Marketing professionals
- Customer success professionals
- Startup founders and small business operators
- Business development managers
- Freelancers and consultants
- Digital marketers and social media managers
- Non-tech professionals transitioning into sales



Course Description

Sales Cycle Management focuses on teaching participants how to understand, structure, and effectively manage the complete sales cycle from prospecting to closing and post-sale engagement. The course provides practical strategies for managing customer interactions, handling objections, and guiding prospects through each stage of the buying process.

Course Overview

This course simplifies the sales process, helping you manage each stage—from finding leads to closing deals and maintaining client relationships. It focuses on practical techniques to improve conversions, stay organized, and drive consistent results.



Course Outline

- ❖ Module 1: Introduction to the Sales Cycle
- ❖ Module 2: Understanding Customer Needs and Buyer Behavior
- ❖ Module 3: Prospecting and Initial Customer Engagement
- ❖ Module 4: Needs Assessment and Solution Presentation
- ❖ Module 5: Handling Objections and Negotiation Techniques
- ❖ Module 6: Closing the Sale
- ❖ Module 7: Post-Sale Engagement and Customer Relationship Management
- ❖ Module 8: Improving Sales Cycle Efficiency and Performance



Training Details

Duration: 1 Day

Training Fee: ~~N~~150,000





Thank you



Hub 43, 2nd Floor 8, Jubilee way,
CMD Road Magodo Lagos



08033437278 ; 08094435952
info@alfred-victoria.com
www.alfred-victoria.com