



Understanding Sales Dynamics Training Program

Master the Momentum, Close with Confidence

- Understand How Sales Really Work • Master Buyer Behavior • Improve Sales Performance



Audience

Understanding Sales Dynamics is designed for individuals and professionals who want to gain a deeper understanding of how the sales process works, the factors that influence buying decisions, and how to navigate the complex interactions between customers, markets, and sales professionals.

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

Understanding Sales Dynamics focuses on helping participants understand the key forces that drive successful sales interactions. The course explores how customer behavior, market conditions, communication strategies, and value positioning influence buying decisions.

Participants will learn how sales environments function, how to respond to customer motivations, and how to adapt their sales approach to different buyer personalities and market situations to achieve better sales outcomes.



Course Outline

- Module 1: Introduction to Sales Dynamics
- Module 2: The Modern Sales Environment
- Module 3: Understanding Buyer Psychology and Decision Making
- Module 4: The Relationship Between Marketing and Sales
- Module 5: Key Drivers of Successful Sales Interactions
- Module 6: Customer Needs, Value Perception, and Buying Motivation
- Module 7: Adapting Sales Approaches to Different Customers
- Module 8: Managing Sales Conversations and Outcomes



Training Details

Duration: 2 days Training Fee:
N250,000(excluding tax)





Thank you



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