



Workshop on the Strategic and Breakthrough Selling

March 2 – 6, 2026, 1st Run: Lagos & Abuja

September 7 – 11, 2026, 2nd Run: Lagos & Port Harcourt

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: **Lagos:** N350, 000,

Abuja / Port Harcourt: N400, 000 per Participant

Delivery Mode: In-person / Live Virtual / Hybrid

Online course fee: N300, 000 per Participant

Available for In-plant Training

**700 U\$D for foreign
Participants**

Program Overview:

This sales course goes far beyond the transfer of information by enhancing core competencies in both functional and interpersonal areas. Its main purpose is to drive significant improvement in sales force performance by addressing the selling skills, communication practices and the ability to adapt different selling styles to meet customers' requirements. It also focuses on empowering salespeople to progress from transaction focused selling to true consultative selling, thus transforming the sales relationship into a collaborative focused business partnership that produces dramatic, long term and measurable sales results.

For Whom:

Sales reps, sales supervisors and managers, and account managers who would like to master tactics, selling modes, and sales performance issues that are the foundation of successful modern selling. The course is also beneficial for people who are involved in commercial activities at all levels of the organization.

Learning Objectives:

At the end of the program, participants will be able to:

- identify the changing strategic and operational demands on the sales function and enhance required knowledge and skills;
- devise sales strategies based on the understanding of the different selling modes to manage and suit the customers' buying process;
- follow various forecasting models to better handle internal and external customers' expectations;
- apply the top thirteen negotiation tactics handle difficult sales negotiations;
- use Key Performance Indicators and balanced scorecards to monitor sales growth and performance; and
- manage and control the customer's life cycle for better retention and loyalty purposes.

Course Outline:

Day 1: Selling in the new millennium

- The new selling landscapes
- Evolution of personal selling
- The new sales competencies
- The new sales rep profiles
- The root causes of sales problems
- Future trends in selling
- Personal selling profile

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogbia Industrial Scheme, Ogbia, Ikeja – Lagos
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Tel: Office Lines: Mon – Fri | 8am-5pm| +234-8051365946, +234-7087578814 (Office Lines)

24/7 Lines: +234-8068933608 (WhatsApp), +234-8029170491 & +234-8145745664(WhatsApp) & +234-9112830607

Day 2: Emerging selling modes

- It is not what you sell, it is how you sell
- Mastering the selling process (a value-based approach)
- The anatomy of different emerging selling modes
- Transactional selling
- Consultative selling
- Enterprise selling
- Solution selling
- Cross-selling and up-selling techniques
- Workshop: consolidating selling best practices

Day 3: Sales planning and forecasting

- The importance of setting a sales plan
- The components of a sales plan
- Sales forecasting guiding principles
- The importance of qualitative and quantitative data
- Sales forecasting techniques
- The extreme points method
- The least square method
- The moving average method
- Workshop: writing an effective sales plan

Day 4: Breakthrough sales negotiation, Monitoring sales performance and growth

- Negotiation versus persuasion
- The critical rules of negotiation
- Preparing the 'negotiation envelope' and mastering the 'rule of halves'
- Concession management
- Negotiation tactics
- Workshop: preparing a full negotiation planning template
- Setting sales metrics and KPIs
- Aligning the sales plan with KPIs
- Using a balanced scorecard to monitor performance
- Workshop: preparing your own balanced scorecard

Day 5: Managing the customer life cycle and retention

- Understanding the customer life cycle and calculating its value
- The importance of learning different buyer behaviors
- How to deal with buyer behavior styles
- A roadmap for building customer loyalty and retention
- Workshop: setting a customer loyalty plan

LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 – FAB By Toprank Hotel, Opposite Old Federal Secretariat Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

In-plant Fee Negotiable

WORKSHOP FEE:

Workshop fee: Lagos: N350, 000 per Participant, VAT-N26,250

Abuja / Port Harcourt: N400, 000 per Participant, VAT-N30,000

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814
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Training Methodology

Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teaching/learning methods.

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