JAMES COOK INSTITUTE



SOFTSKILL

ADVANCE

[Synchronous E-Learning]

Boosting Sales with a Game Changing Selling Strategy

SOA: Sales and Business Development

Description

This course is designed for professionals involved in sales, business development, or client engagement roles who are looking to sharpen their strategic selling skills in today's competitive B2B environment. Whether you're new to the sales profession or seeking to refresh your approach with modern techniques, this course will equip you with practical tools to identify ideal customers, build long-term relationships, and close high-value deals with confidence. Participants will explore proven frameworks such as SPIN Selling and Challenger Sales, and learn how to apply these techniques in real-world contexts. Through hands-on activities, roleplays, and case studies, learners will enhance their ability to prospect effectively, manage pipelines, handle objections, and deliver persuasive presentations. Ideal for professionals in marine, manufacturing, engineering, or services sectors, this course also focuses on digital outreach, CRM usage, and after-sales strategies—ensuring learners are ready to grow customer value throughout the sales lifecycle.

Who is this Course For?

Business owners, sales professionals, and managers, and anyone interested in boosting theirsales and seeking a breakthrough.

Course Objectives

By the end of this course, participants will be able to:

- Apply structured sales and business development frameworks to identify potential customers, qualify leads based on client needs and readiness, and develop tailored engagement strategies that align with specific industry requirements.
- Develop the ability to conduct prospecting and relationship-building activities using digital platforms such as LinkedIn Sales Navigator and Customer Relationship Management (CRM) systems.
- Analyse sales funnel performance data, interpret conversion metrics and pipeline forecasts, and propose data-informed action plans to enhance sales effectiveness.
- Apply their negotiation and presentation skills using structured techniques such as BATNA (Best Alternative to a Negotiated Agreement) and value-based storytelling to present compelling solutions, handle objections, and close deals with confidence.

Course Duration
16 Hours

Course Reference No.
TGS-2025059447

Mode of Training
Synchronous E-Learning

Funding Validity
Till 24 Sep 2027

Full Fee $1200

(Subject to 9% GST)

Pricing	Funding	NETT Fee (After GST)
SME OR SINGAPOREAN AGE 40 AND ABOVE	70%	$468
NON-SME OR SINGAPOREAN AGE 21 TO 39 OR PR	50%	$708

Subsidies available: SFC, SFEC, PSEA & UTAP

Visit our Website

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Course Content

Learning Unit 1: Principles of modern sales and marketing in B2B business environment

Buyer-centric frameworks
- Journey Map
- SPIN & Challenger

Revenue fundamentals
- Define value proposition
- Align marketing and sales with shared KPIs

Learning Unit 2: Developing Business Development Strategies for New markets

Market-entry thesis
- Size opportunities
- Beachhead segment
- Hypotheses for testing solution

GTM motion & channels
- Selection of dominant motion
- Develop multichannel cadences and partner playbooks

Learning Unit 3: Industry and Market Trend Analysis for Opportunity Identification

Structured scanning
- Application of PESTLE + Porter's Five Forces
- Decoding where value pools are

Signals to insights
- Track lead indicators
- Conversion triggers

Prioritisation model
- Score accounts by impact × urgency × winning
- Building top-20 accounts

Learning Unit 4: Target Market Segmentation and Customers Profiling

Segmentation depth
- Go beyond firmographics

Persona & pain mapping
- Build decision-maker maps
- Success criteria with measurable outcomes

Learning Unit 5: Advanced Sales Presentation and Pitching Skills

Executive narrative
- Craft a 7-slide storyline

Handling pressure
- Isolate and resolve objections
- Negotiate with BATNA and value-for-value trade-offs
- Closing deals with a Mutual Action Plan

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