

# Advanced Sales Mastery - 2 Days Workshop

03 July 2026 10:00 AM - 04 July 2026 05:30 PM

## Brief Overview:

### MMA's Flagship 2 Days Workshop - Advance Sales Mastery

Date : 03-07-2026, Friday & 04-07-2026, Saturday

Time : 10:00 AM - 05:30 PM.

Venue : Madras Management Center, Chennai

In today's competitive market, sales success requires more than closing deals—it demands strategic thinking, advanced selling skills, and the ability to build trusted customer relationships. The Advanced Sales Mastery Program is a two-day immersive workshop designed to help sales professionals enhance their mindset, sharpen their consultative selling and negotiation skills, and effectively navigate complex customer journeys.

Through practical frameworks, tools, simulations, and techniques such as emotional intelligence and storytelling, participants will learn to create value, influence decisions, and foster long-term partnerships. By the end of the program, they will be equipped to lead impactful sales conversations and drive sustainable business growth.

<https://forms.gle/UjvBnBGczXqrWTno9> : **REGISTER NOW**

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## Session content:

- DAY 1
  1. Sales Mindset & Performance Orientation
  2. Identifying the Right Buyers (Lead Generation Strategy)
  3. Understanding the Customer Buying Cycle
  4. Territory & Account Planning

## 5. Consultative Selling Mastery (SPIN + E-CONNECT)

### DAY 2

6. Emotional Intelligence in Sales
7. Presentation & Storytelling
8. Objection Handling Excellence
9. Negotiation Mastery
10. CRM Discipline & Pipeline Management
11. Closing & Commitment
12. Long-Term Relationship Building

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### For Whom:

- Sales professionals aiming for next-level performance

Account managers & business development executives

Emerging leaders in sales teams

Entrepreneurs seeking structured sales mastery

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### Key Takeaways:

Apply outcome-driven selling with conviction

Identify and target the right buyers using ICP & personas

Align sales approach with the customer buying cycle

Design effective territory & account plans

Master SPIN + E-CONNECT frameworks for discovery

Adapt communication styles with DOPE personality insights

Deliver impactful presentations & storytelling

Handle objections with APAC & LACE techniques

Negotiate using BATNA, ZOPA & value-based strategies

Maintain CRM discipline for accurate forecasting

Recognize buying signals and apply closing techniques

Build long-term relationships through referrals & cross-sell

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### **Facilitator profile:**

**Mr. Ramaprasad Sreenivassan**

### **Fee Details:**

- **Fee Details**
- Member amount : Rs 5900.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :