

MASTERING THE ART OF SELLING

Transform your sales approach with proven strategies that boost confidence and results. Learn how to influence, negotiate, and close deals effectively in any situation.

COURSE OBJECTIVES

The Mastering The Art of Selling program is designed to build the capacity of participants to:

- ▶ Have In-Depth Understanding of the Sales Process
- ▶ Develop A Deeper Understanding of Modern Selling Techniques.
- ▶ Effectively Handle Objections

FOCUS AREAS

Key topics to be covered during the session include:

- ▶ The Sales Process as a Cycle
- ▶ Prospecting and Lead Generation
- ▶ Research/Pre-Approach to Clients
- ▶ Sales Presentation
- ▶ Understanding and Overcoming Sales Objections
- ▶ Closing a Sale and Follow-Up

WHO TO ATTEND

Sales/Marketing Executives, Sales Agents, Sales Representatives, Business Development Executives and Relationship Officers

28th - 29th Apr. 2026

Crystal Palm Hotels

GHS 3,000.00 per participant

9am - 3pm (each day)

To Register,
Call / WhatsApp:
0244524129
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Contact Us Today:

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