



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 22 February 2026 To 26 February 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

This five-day professional course titled "Objection Handling and Closing Deals" is designed to equip sales professionals with the critical skills necessary to effectively handle objections and successfully close deals. By understanding common objections, learning proven techniques, and applying these strategies in real-world scenarios, participants will enhance their ability to achieve business success and increase their sales performance.

## Objectives

- Understand the nature and types of objections in the sales process.
- Develop effective techniques for handling various objections.
- Enhance communication skills to build trust and rapport with clients.
- Master proven closing techniques to finalize deals successfully.
- Apply learned strategies through practical exercises and role-plays.

## Course Outlines

### Day 1: Introduction to Objection Handling

- Understanding the Sales Process and Common Roadblocks
- Identifying the Types of Objections
- The Psychology Behind Objections
- Building the Right Mindset for Handling Objections
- Interactive Session: Sharing Personal Experiences

### Day 2: Techniques for Handling Objections

- Listening Skills and Empathy in Sales
- Proven Techniques to Handle Objections
- The Art of Asking the Right Questions
- Turning Objections into Opportunities
- Practical Exercises and Group Discussions

### Day 3: Effective Communication Skills

- Building Trust and Rapport with Clients
- Verbal and Non-verbal Communication
- Active Listening and Understanding Client Needs
- Handling Difficult Conversations
- Role-playing Scenarios for Real-life Application

### Day 4: Mastering Closing Techniques

- Understanding the Closing Process
- Different Closing Techniques and When to Use Them
- Overcoming Final Objections
- Creating a Win-Win Situation
- Case Studies: Successful Closing Stories

## **Day 5: Applying the Skills in Real-world Scenarios**

- Recap and Key Takeaways from the Course
- Developing Personalized Action Plans
- Simulated Sales Pitch and Feedback Sessions
- Post-Sale Relationship Building Techniques
- Course Conclusion and Certification Award