

Professional Certificate in Sales Skills and Techniques (PCSST)

Develop a structured professional sales capability to improve conversion performance, negotiation effectiveness, and revenue consistency.



THE STRATEGIC IMPACT OF SALES DISCIPLINE

**Strengthen
Structured** Selling
Capability and Build
Consistent Revenue
Performance

Revenue growth is not a matter of chance; it depends on disciplined sales execution. Yet, many sales efforts falter due to informal approaches, inconsistent communication, and reactive negotiation—factors that limit conversion performance and weaken long-term client relationships.

Sustainable sales success demands a structured methodology, clear value positioning, disciplined follow-through, and rigorous performance measurement. This certificate program strengthens professional sales capability, equipping you with the structured selling frameworks necessary to elevate conversion quality and deliver predictable revenue outcomes.

WHY STRUCTURED SALES CAPABILITY MATTERS

In today's hyper-competitive markets, sales discipline is the bridge between a prospect and a partner. It directly impacts conversion rates, revenue growth, client retention, and negotiation outcomes. Without a structured sales capability, **organizations often face:**

- Low conversion rates and lost opportunities.
- Weak value communication that fails to resonate.
- Poor objection handling leading to stalled deals.
- Inconsistent sales processes that lack scalability.
- Revenue unpredictability that hampers strategic planning.
- Sales is not persuasion. It is structured value communication.

PROGRAMME IMPACT: Preparing You for the Field

The program's core focus is on practical application, enabling participants to apply structured sales methodologies within real-world client environments.

PROGRAMME OVERVIEW: Mastering the Art of Execution

This program provides a deep dive into the professional sales process, helping participants master:

- Professional sales process frameworks for consistent results.
- Structured needs analysis to uncover true client pain points.
- Value-based selling principles that move beyond price.
- Negotiation and objection handling with confidence and poise.
- Relationship-building strategies for long-term growth.
- Sales performance tracking discipline to ensure measurable improvement.

Participants develop a robust sales capability that seamlessly connects communication, strategic positioning, and conversion strategy.

The Result: Improved conversion performance, stronger negotiation outcomes, and predictable revenue results. Sales is not improvisation. It is disciplined execution.

Accredited and **quality assured**



PROGRAMME

IMPACT:

The program's core focus is on practical application, enabling participants to apply structured sales methodologies within real-world client environments.

PARTICIPANTS DEVELOP THE CAPABILITY TO

- **Apply structured sales processes** from first contact to close.
- **Conduct an effective needs analysis** that builds trust.
- **Communicate value propositions** with clarity and impact.
- **Handle objections professionally** to keep momentum alive.
- **Negotiate confidently** to secure win-win outcomes.
- **Strengthen relationship-based selling** for sustainable success.
- **Improve sales performance consistency** across all channels.

OUTCOMES FOR PARTICIPANTS

Increase conversion rates and hit targets consistently.
Improve negotiation discipline to protect margins.
Strengthen client communication for higher engagement.
Enhance revenue predictability and strategic forecasting.
Improve sales confidence in every client interaction.
Demonstrate structured sales capability as a certified professional.

STRUCTURE, FLEXIBILITY & DELIVERY

Programme Duration

12 Learning Hours – A focused, high-impact experience.

Delivery Format

Instructor-led & Online

Flexible Delivery

Adaptable for organizational sales team development initiatives.

Organisation Bundles

Organizational packages and volume discounts available.
APPLIED LEARNING:
From Theory to Action

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In alignment with a skill-based approach, participants engage in intensive, structured role-play simulations, high-stakes negotiation exercises, and applied sales scenarios reflecting real client environments.

PARTICIPANTS EXPLORE

(Professional sales frameworks, needs analysis techniques, value-based selling, objection handling methods, negotiation discipline, and relationship management strategies.)

THE CORE VALUE: WHAT THIS TRAINING DELIVERS

Conversion Discipline: Strengthen your structured selling methodology.

Revenue Consistency: Achieve predictable, high-level performance.

Negotiation Confidence: Enhance professional client engagement.

Sales Effectiveness: Drive measurable improvement in your bottom-line results.

COURSE PREREQUISITES

No formal prerequisites required.

Suitable for professionals seeking structured sales capability.

THIS PROGRAMME IS DESIGNED FOR

Sales Professionals across all industries.

Business Development Managers seeking to refine their edge.

Entrepreneurs looking to drive growth.

Account Managers and client-facing professionals.

The result:

Stronger sales capability, improved conversion performance, and structured revenue growth where it matters.

COCREATE TO ACTIVATE™

CoCreate to Activate™ is Maximus Academy's four-step method for building skills that last—not just in the classroom, but inside real organisations operating in fast-moving, high- demand sectors across the region.

Turning capability into national outcomes.



ASSESS

Understand the real operating world



DESIGN

Build training that fits the sector



DELIVER

Teach through Saudi SMEs and practitioners



SUSTAIN

Embed the change inside organisations

What this Ensures

- Skills that match global industry demands, not generic international templates.
- Immediate operational impact, because training is built around real sector challenges.
- Lasting organisational capability through the adoption of performance-driven tools and behaviours.

It is the difference between training individuals and equipping an entire workforce with the capabilities to perform, adapt, and deliver at scale.



Register for the course through the QR code

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Training that fits your world

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