



SELLFLUENCE

“Where Selling Meets Influence”

Sales & Influence Mastery: Soft Skills That Win Clients and Close Deals

Duration: 2 Day

Method: Virtual / Face to Face for companies with minimum of Learners

Purpose:

To empower sales and marketing professionals with essential soft skills to communicate persuasively, build client trust, and respond to objections with confidence—ultimately driving higher conversions and stronger brand loyalty.

Target Audience:

- Sales Representatives
- Key Account Managers
- Business Development Officers
- Marketing Coordinators
- Client Relationship Managers

Modules Included:

1. Persuasive Communication & Listening Skills

Outcomes:

- Craft clear, compelling messages
- Actively listen to understand client needs
- Tailor communication styles to different audiences
- Build rapport and client confidence

2. Emotional Intelligence in Sales

Outcomes:

- Understand customer emotions and buying behavior
- Manage personal emotions under pressure
- Use empathy to strengthen client relationships
- Improve self-awareness in high-stakes conversations

3. Handling Objections & Problem Solving

Outcomes:

- Turn objections into opportunities
- Apply problem-solving steps in sales conversations
- Stay calm and solution-focused under pressure
- Address concerns with confidence and clarity

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This course showcases Afri Training Institute's ability to deliver high-impact, sales-focused training that improves communication, boosts conversions, and strengthens client relationships—making it a valuable entry point for companies seeking to upskill teams and invest in long-term training partnerships.

BOOK NOW



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