

SALES MASTERY

SALES MASTERY: BEYOND SALES TECHNIQUES

SALES IS HUMAN BEFORE IT IS TECHNICAL.

A working journey that connects sales mindset and habits with purposeful customer meetings, adaptive conversations and disciplined follow-through.

DESIGNED FOR

Sales teams and customer-facing leaders

FORMAT

4-5 connected half-day sessions

RHYTHM

Typically spaced two weeks apart

WHERE PERFORMANCE BEGINS TO BREAK

- 01

Daily sales activity lacks focus or consistency
- 02

Customer meetings begin without a clear purpose
- 03

Products are presented before needs are understood
- 04

The same approach is used with every customer
- 05

Pressure or objections weaken confidence and curiosity
- 06

Commitments lose momentum after the meeting

BEFORE, DURING AND AFTER THE CUSTOMER MEETING

BEFORE - VISTA

PREPARE

Clarify the purpose, research the account and enter with a clear strategy.

DURING - RAPPORT + DISC

CONNECT

Ask, listen and adapt so the conversation creates relevant customer value.

AFTER

FOLLOW THROUGH

Reflect, close the loop and deliver on the expectations you create.

THE INTENDED SHIFT

FROM TRANSACTIONAL ACTIVITY

TO PURPOSEFUL VALUE CREATION.

The aim is not another script. It is better judgement, adaptability and consistency in real customer situations.

THE PROGRAMME ARCHITECTURE

BUILD THE MINDSET, CONVERSATIONS AND HABITS BEHIND CONSISTENT SALES.

Participants work on live accounts, upcoming customer meetings and the commercial situations they face every day.

LEARNING BY DOING

LEARNING STICKS WHEN PEOPLE REFLECT, PRACTISE, APPLY AND COMMIT.

30%

ESSENTIAL CONCEPTS

70%

REFLECTION, APPLICATION, PRACTICE & COMMITMENT

FOUR CORE SESSIONS + OPTIONAL REINFORCEMENT SESSION

01

MINDSET & HABITS

SALES MINDSET & DAILY HABITS

Confidence, ownership, resilience, activity discipline and consistent follow-through.

PRACTICAL OUTPUT

Sales Habit Scorecard

02

ADAPTIVE SELLING

CONSULTATIVE & DISC SELLING

Diagnose needs, ask better questions, listen actively and adapt to customer styles.

PRACTICAL OUTPUT

DISC Buyer Adaptation Map

03

CUSTOMER MEETINGS

PLAN & LEAD BETTER CUSTOMER MEETINGS

Use VISTA and RAPPORT to prepare with purpose, connect and create a meaningful conversation.

PRACTICAL OUTPUT

Meeting & Conversation Plan

04

CUSTOMER EXPERIENCE

CREATE A WORLD-CLASS CUSTOMER EXPERIENCE

Create personal, proactive and consistent experiences, recover well and follow through.

PRACTICAL OUTPUT

Customer Experience Playbook

A COMPLETE TRANSFORMATION EXPERIENCE

BEFORE

Get clear on what success looks like.

Goals and priorities | desired shifts | pulse or baseline

DURING

Turn insight into practice.

Real situations | hands-on experience | habit building

AFTER

See what changed. Reinforce what matters.

Follow-up | post-programme pulse | manager observations

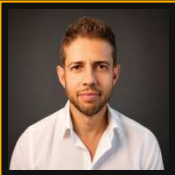
WHAT SHOULD BEGIN TO CHANGE AT WORK

More purposeful customer meetings

Stronger discovery and adaptability

More consistent follow-through

Better daily sales habits



FACILITATED BY

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LET'S START WITH A CONVERSATION.

Tell me what feels stuck and what you would like to see change. From there, we shape the right pathway together.

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