



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Negotiating and Closing Complex Sales

3 day course

Classroom, online or in-house

Course overview

A complex sale is decided by people who never met the salesperson, in a discussion the salesperson was not in, using a document somebody else prepared. This course covers selling into that reality. Delegates work through mapping a buying group and identifying the economic buyer, the user, the technical gatekeeper and the person whose objection will be raised in your absence. Qualifying out early is treated as a skill rather than a failure, since pursuing a deal you cannot win costs more than losing it. Building a business case the customer can defend internally follows. Negotiation is covered on the terms that actually move: price, scope, payment, risk and timing, and on trading rather than conceding. Procurement tactics and how to respond to them are addressed. The course closes on closing without pressure, and on the deals that should be walked away from.

What you will learn

- Map a buying group including the people you will never meet
- Qualify out early rather than pursuing an unwinnable deal
- Build a business case the customer can defend internally
- Trade across price, scope, payment, risk and timing rather than conceding
- Anticipate the objection that will be raised in your absence
- Respond to procurement tactics without losing the deal or the margin
- Close without pressure and recognise when to walk away

Who should attend

- Business development and enterprise sales professionals
- Sales managers responsible for large or strategic deals
- Technical specialists who support the sales process
- Commercial and bid managers
- Business owners selling directly to corporate clients

Course outline

- 01 Decided by people you never meet
- 02 Mapping the buying group
- 03 Economic buyer, user and gatekeeper
- 04 Qualifying out early
- 05 The business case the customer defends
- 06 Trading across price, scope and terms
- 07 Procurement tactics and responses
- 08 Closing without pressure and walking away

Upcoming dates

Dates	Venue	Format	Fee per delegate
26 to 28 October 2026	Online	Online	R6,500
16 to 18 December 2026	Dar es Salaam, Tanzania	Classroom	USD 995
13 to 15 January 2027	Durban, South Africa	Classroom	R14,950



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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