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SALES COMMUNICATION EXCELLENCE

Communicating with Clarity, Confidence, and Influence to Drive Sales Results

1-Day Sales Communication Training Program (8:00 AM–5:00 PM)

(Face-to-Face or Virtual Delivery)

TRAINING OVERVIEW

Sales success is not driven by persuasion alone—it is driven by **clear, confident, and customer-centered communication**. Regardless of industry, product, or service, sales professionals must communicate value effectively, ask the right questions, handle objections professionally, and build trust throughout the sales conversation.

This **Sales Communication Training in the Philippines** is a practical, application-focused program designed to strengthen how sales professionals communicate with prospects and customers—before, during, and after the sale. The program addresses verbal, non-verbal, and structured sales conversations applicable to face-to-face, phone, online, and written sales interactions.

Delivered using the MSS **EnterTRAINment®** approach, the training blends learning, interaction, role-play, and real-world sales scenarios to ensure immediate workplace application.

TRAINING GOAL

To equip sales professionals with effective sales communication skills that improve clarity, confidence, customer engagement, and conversion—resulting in stronger sales conversations and better business outcomes.

TRAINING OBJECTIVES

By the end of the training, participants will be able to:

1. Communicate value clearly and confidently in sales conversations
2. Ask effective questions to understand customer needs and motivations
3. Present products or services using customer-focused language
4. Handle objections and concerns professionally without sounding pushy
5. Build trust and rapport through verbal and non-verbal communication
6. Apply structured communication techniques across different sales situations

TRAINING OUTLINE

8:00 – 8:30 AM

Program Opening & Sales Communication Reality Check

- Welcome and session objectives
- Why communication—not persuasion—is the core of selling
- Common communication mistakes in sales

Activity:

Sales Self-Assessment: *“How Do I Currently Communicate When Selling?”*

8:30 – 10:00 AM

MODULE 1: Foundations of Effective Sales Communication

Topics Covered:

- The role of communication in the sales process
- Sales communication vs. sales talk
- Verbal and non-verbal communication in selling
- Tone, clarity, confidence, and credibility
- Adapting communication style to different customers

Activity:

Sales Communication Awareness Exercise
(Identifying effective vs ineffective sales messages)

10:00 – 10:15 AM — Morning Break

10:15 – 12:00 NN

MODULE 2: Asking the Right Questions & Active Listening in Sales

Topics Covered:

- Why good salespeople ask better questions
- Open-ended vs closed-ended sales questions
- Needs discovery and customer motivation
- Active listening techniques for sales conversations
- Avoiding assumptions and premature pitching



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Activity:

Needs-Discovery Role-Play

(Practicing questioning and listening techniques)

12:00 – 1:00 PM — Lunch Break

1:00 – 3:00 PM

MODULE 3: Communicating Value, Handling Objections & Influencing Decisions

Topics Covered:

- Translating features into customer benefits
- Structuring a clear sales message
- Communicating value instead of price
- Common customer objections and how to respond
- Handling resistance professionally and confidently

Activity:

Objection-Handling Simulation

(Realistic sales scenarios with guided feedback)

3:00 – 3:15 PM — Afternoon Break

3:15 – 4:30 PM

MODULE 4: Sales Conversations that Build Trust & Close Professionally

Topics Covered:

- Building rapport and trust in sales interactions
- Ethical persuasion and consultative selling
- Communication cues that signal buying readiness
- Closing conversations without pressure
- Post-sale communication and relationship building

Activity:

End-to-End Sales Conversation Practice

(Opening → Discovery → Value → Objection → Close)

4:30 – 5:00 PM

Wrap-Up, Integration & Sales Communication Action Plan

- Key learning highlights
- Personal communication improvement commitments
- Application planning for actual sales situations

Activity:

“My Sales Communication Upgrade Plan”

TRAINING METHODS

- Facilitated discussions
- Sales-specific role-plays and simulations
- Case scenarios applicable across industries
- Guided practice and peer feedback
- Reflection and action planning
- MSS **EnterTRAINment**® approach (learning + engagement)

TARGET PARTICIPANTS

This **Sales Communication Training in the Philippines** is ideal for:

- Sales representatives and executives
- Account managers and relationship officers
- Business development professionals
- Inside sales and field sales teams
- Customer-facing professionals involved in selling