



UNDERSTAND PROSPECTS' NEEDS



COURSE OVERVIEW

This course equips sales and customer-facing professionals with the essential skills to identify, understand, and respond to the true needs of prospects. It focuses on advanced questioning techniques, active listening, uncovering hidden pain points, and aligning product or service offerings with customer objectives. By mastering need discovery, participants will be able to build trust, deliver value, shorten sales cycles, and increase close rates. The course is highly interactive and includes practical exercises, real-life scenarios, and guided role-plays to reinforce learning.

DATES, VENUES AND FEES



05 – 09 October 2025 - Dubai

(5 Days)

Fees

US\$ 4500

Note: Fee is per participant + 5% VAT (if applicable).
Groups from the same company can enjoy a **discounted** price.

WHO SHOULD ATTEND?

This course is appropriate for a wide range of professionals but not limited to:

- Sales representatives and account executives
- Business development professionals
- Customer service and support staff
- Sales managers and team leads
- Consultants and pre-sales engineers
- Anyone involved in prospect engagement and customer discovery

CONTACT US NOW

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ACCREDITATION



This training course is certified by CPD.

The CPD Certification Service is the leading independent CPD accreditation institution operating across industry sectors to complement the Continuing Professional Development policies of professional institutes and academic bodies. The CPD Certification Service provides support, advice, and recognised independent CPD accreditation compatible with global CPD principles. CPD is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and keep skills and knowledge up to date. CPD Units are only awarded to programmes after each programme is scrutinised to ensure integrity and quality according to CPD standards and benchmarks.

COURSE CERTIFICATE

MSTC certificate will be issued to all attendees completing a minimum of 80% of the total tuition hours of the course.

CPD internationally recognized certificate will be issued for all participants who will meet the course requirements. CPD certificates will be issued within a month of the successful completion of the course.

TRAINING METHODOLOGY

- Expert-led sessions with dynamic visual aids
- Comprehensive course manual to support practical application and reinforcement
- Interactive discussions addressing participants' real-world projects and challenges
- Insightful case studies and proven best practices to enhance learning

LEARNING OBJECTIVES

By the end of this course, participants should be able to:

- Understand the importance of needs-based selling in the modern sales process.
- Use open-ended questioning and probing techniques to uncover explicit and latent needs.
- Apply active listening and empathy to build rapport and trust.
- Identify the difference between features, advantages, and benefits that matter to the prospect.
- Customize solutions and value propositions based on specific prospect needs.
- Manage objections early by understanding the root concerns.
- Translate prospect needs into actionable next steps and buying commitments.

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COURSE OUTLINE

DAY 1

Introduction to Needs-Based Selling

- Pre test
- The evolution of sales: from product-push to consultative selling
- Understanding buyer psychology and decision-making behavior
- The role of trust and credibility in uncovering needs
- Key stages of the customer buying journey
- Exercise: Self-assessment and mapping current sales approach

DAY 2

Mastering Questioning Techniques

- The power of asking the right questions
- Types of questions: open, closed, clarifying, probing, hypothetical
- The SPIN model (Situation, Problem, Implication, Need-payoff)
- Structuring sales conversations to gather insight
- Workshop: Crafting powerful sales questions

DAY 3

Active Listening and Customer Insight

- What is active listening? Techniques and common barriers
- Reading between the lines: interpreting tone, pauses, and body language
- Emotional intelligence in sales conversations
- Using listening to build rapport and reveal hidden concerns
- Role-play: Listening and reflecting back prospect needs

DAY 4

Aligning Solutions to Prospect Needs

- Translating needs into tailored value propositions
- Differentiating features, advantages, and benefits
- Customizing presentations and pitches for relevance
- Using storytelling to connect emotionally with prospects
- Case study: Matching real prospect needs with solutions

DAY 5

Managing Objections and Advancing the Sale

- Identifying the root causes of objections
- Need vs. budget vs. timing vs. authority issues
- Reframing objections as opportunities
- Gaining agreement and moving to next steps
- Final simulation: Full prospecting and need-discovery conversation
- Action plan, and course wrap-up
- Post test

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