



MASTERCLASSES IN VALUE SELLING

Sell Value. Protect Margin. Win More Business.

Practical, practitioner-led sales training for ambitious teams across the UAE and wider Middle East.

UAE & Middle East | In-Person, Virtual or Venue of Your Choice | Tailored for Your Team

5

Specialist Courses

26 Years

of Sales Experience

10,000+

Professionals Trained

Buyers Do Not Just Buy Products – They Invest in Value.

In competitive markets, the difference between missing quota and exceeding target often comes down to one thing: how well your team sells value, not price.

Enablr's Masterclasses in Value Selling give sales professionals the practical tools, language, and confidence to lead better commercial conversations, handle resistance, protect value, and move complex opportunities forward.

 **Practitioner-led methodology, built on 26 years of real-world sales experience across the UAE and Middle East.**



Create Value-Led Conversations

Shift buyer focus from price to outcomes and long-term impact — making value the centre of every commercial discussion.



Protect Margin and Maintain Momentum

Handle resistance without conceding value unnecessarily — keeping deals moving with confidence and commercial discipline.



Build Trust That Drives Repeat Business

Develop relationships that generate loyalty and referrals — turning satisfied clients into long-term commercial partners.

Choose the Right Programme for Your Team

Choose an intensive masterclass, a deeper extended programme, or a targeted specialist module. All programmes can be tailored to the specific commercial challenges your team faces today.

VALUE SELLING MASTERCLASS

1 DAY INTENSIVE

1 Day Intensive | Up to 20 Participants

A focused, results-driven programme for building compelling value-led sales conversations.

VALUE SELLING MASTERCLASS

2 DAY EXTENDED PROGRAMME

2 Day Extended Programme | Up to 20 Participants

A deeper capability-building experience for complex deals, negotiation, strategic accounts, and sales leadership.

SPECIALIST SALES MODULES

Objection Handling

Half Day | Up to 15 Participants

Tools of the Sales Trade

1 Day | Up to 20 Participants

Negotiation

1 Day | Up to 15 Participants

Delivered in person at your premises, virtually, or at a venue of your choice across the UAE and wider Middle East.

🕒 1 DAY | UP TO 20 PARTICIPANTS

Value Selling Masterclass – 1 Day Intensive

FOR SALES TEAMS READY TO SELL WITH CONFIDENCE

Ideal for sales teams, account managers, and business development professionals. This results-driven programme teaches teams how to create compelling value-led conversations that drive real buying decisions — moving from price-led transactions to value-driven outcomes.

WHAT THE PROGRAMME DELIVERS

- Create compelling value propositions that resonate with buyers
- Handle objections with confidence and maintain deal momentum
- Close deals faster with less discounting
- Build trust-based relationships that generate repeat business

APPLICATION FOCUS

A practical, discussion-led learning experience centred on the commercial conversations your team needs to improve now.

WHY ENABL

Enabl brings practitioner-led expertise, not academic theory. The programme is tailored to your commercial context and gives participants language, tools, and frameworks they can apply immediately.

 2 DAYS | UP TO 20 PARTICIPANTS

Value Selling Masterclass – 2 Day Extended Programme

GO DEEPER. LEAD COMPLEX DEALS WITH GREATER CONTROL.

Ideal for senior sales professionals, sales managers, and enterprise account teams. The extended programme includes the full 1-day Value Selling Masterclass and expands into advanced negotiation, complex deal management, stakeholder alignment, and a value-selling culture across the organisation.

WHAT THE PROGRAMME DELIVERS

- Advanced negotiation techniques for complex deals
- Complex deal management and stakeholder alignment
- A stronger value-selling culture across your organisation
- Strategic account planning and growth frameworks

APPLICATION FOCUS

Designed for higher-value opportunities, multi-stakeholder conversations, and teams responsible for building lasting commercial relationships.

WHY ENABLr

Enablr helps experienced teams turn sales methodology into daily behaviour. Participants develop a more strategic, commercially disciplined approach to protecting value and growing key accounts.



Three Specialist Sales Modules

Target the capabilities that have the greatest impact on your team's day-to-day commercial performance. Each module can be booked as a focused standalone workshop.

1

OBJECTION HANDLING

HALF DAY | UP TO 15 PARTICIPANTS

Turn resistance into opportunity and keep important deals moving.

2

TOOLS OF THE SALES TRADE

1 DAY | UP TO 20 PARTICIPANTS

Give new hires and growing teams the practical foundations to prospect, qualify, influence, and close.

3

NEGOTIATION

1 DAY | UP TO 15 PARTICIPANTS

Protect value, avoid unnecessary concessions, and secure stronger outcomes.

Focused learning. Real-world application. Built around your team's commercial reality.

🕒 HALF DAY | UP TO 15 PARTICIPANTS

Objection Handling – Half-Day Workshop

TURN RESISTANCE INTO FORWARD MOMENTUM.

Ideal for inside sales, field sales, and customer success teams. Develop the confidence to manage resistance, reframe concerns, and turn objections into opportunities that strengthen the conversation and move deals forward.

WHAT THE COURSE COVERS

- Reframe objections as opportunities to deepen the conversation
- Maintain deal momentum when buyers push back
- Build buyer confidence and reduce stall rates
- Use practical scripts and frameworks for common objections

APPLICATION FOCUS

Practical, scenario-based learning with real-world relevance for the conversations your customer-facing teams handle every day.

WHY ENABLr

Enablr's approach builds confident behaviours, not rehearsed scripts alone. Teams learn to listen, diagnose, reframe, and lead buyer conversations with greater control.

 1 DAY | UP TO 20 PARTICIPANTS

Tools of the Sales Trade – 1 Day Foundations

BUILD THE ESSENTIAL FOUNDATION FOR CONSISTENT SALES PERFORMANCE.

Ideal for new sales hires, SDRs, and teams looking to standardise their sales process. Master the essential tools and frameworks that help high-performing salespeople build trust, influence buyers, and win more business.

WHAT THE COURSE COVERS

- Essential sales frameworks for every stage of the funnel
- Trust-building techniques that accelerate the sales cycle
- A consistent, winning approach across the whole team
- Practical tools for prospecting, qualifying, and closing

APPLICATION FOCUS

A clear, practical foundation for better conversations, better qualification, and a more repeatable sales approach.

WHY ENABLr

Enablr makes sales excellence practical. This programme gives teams a shared language and proven frameworks that can be embedded in everyday selling activity.

 1 DAY | UP TO 15 PARTICIPANTS

Negotiation Course – 1 Day Advanced

NEGOTIATE WITH CONFIDENCE. PROTECT VALUE. SECURE BETTER OUTCOMES.

Ideal for experienced sales professionals, key account managers, and sales directors. Learn strategic negotiation techniques that protect deal value, reduce unnecessary concessions, and strengthen control in complex commercial conversations.

WHAT THE COURSE COVERS

- Protect deal value and avoid unnecessary concessions
- Use strategic tactics for complex, multi-party deals
- Close with confidence and control
- Understand buyer psychology and key leverage points

APPLICATION FOCUS

Designed for the moments when commercial discipline matters most: high-value opportunities, demanding buyers, and complex stakeholder environments.

WHY ENABLr

Enablr's practitioner-led approach helps experienced sellers prepare more effectively, negotiate more strategically, and defend value with confidence.



Ready to Transform Your Sales Team?

Let's discuss the right programme for your team, available dates, and how the content can be tailored to your sector, commercial priorities, and current sales challenges.

ENQUIRE ABOUT TRAINING

- **Web:** www.enablr.ae
- **Email:** mark@enablr.ae
- **Phone:** +971 (0) 58 598 1033
- **Location:** Dubai, United Arab Emirates

WHAT HAPPENS NEXT

- 1 Free 15-Minute Assessment Tool
- 2 30-Minute Discovery Conversation
- 3 Tailored Proposal with Recommendations and Pricing
- 4 No Commitment Required

Empowering UAE businesses to perform stronger.