

GROWTH SERIES



CLOSING THE DEAL: PROVEN SALES
TECHNIQUES TO DRIVE GROWTH

WELCOME





Ian Hunt
Chief Customer Officer
RAKEZ





Mark Hamill
CEO
ARCET Global



ARCET GLOBAL



THIS EVENT IS ABOUT YOU!



AGENDA

09:30 Welcome and Networking

10:00 Welcome note and acknowledgments by Ian Hunt, Chief Customer Officer, RAKEZ

10:05 Introduction by Mark Hamill, CEO of ARCET Global

10:10 Sales Techniques to Close the Deal, Savio Tovar Dias, VP AI Solutions ME, Raizor

10:35 Growing your business through local expansion & international networks, Ayman Alwadhi, Group Managing Director, The Corporate Group

10:50 Q&A

11:00 Networking

11:30 End of Programme



ALL EVENTS ON COMPASS WEBSITE

compass.rakez.com/events

ATTEND, EARN, WIN!

Each time you attend a RAKEZ Growth Series event, you earn a virtual raffle ticket. The more events you attend, the more chances you have to win incredible prizes at the end of the year!



A screenshot of the COMPASS COWORKING CENTRE website's "UPCOMING EVENTS" page. The page features a grid of six event cards. Each card includes a date, a title, a description, a time slot, and a location. The events are: 1. April 15, 2025: "CELEBRATE WORLD ART DAY AT COMPASS CREATIVITY IN BUSINESS" (10:00 am - 11:30 am). 2. April 16, 2025: "CLOSING THE DEAL: PROVEN SALES TECHNIQUES TO DRIVE GROWTH" (9:30 am - 11:30 am). 3. April 22, 2025: "CELEBRATE EARTH DAY AT COMPASS OUR POWER, OUR PLANET!" (10:00 am - 11:30 am). 4. May 14, 2025: "MASTERING FINANCIAL MANAGEMENT: SMART MONEY STRATEGIES FOR SMES" (9:30 am - 11:30 am). 5. June 13, 2025: "CELEBRATE WELLNESS DAY AT COMPASS!" (10:30 am - 12:00 pm). 6. June 25, 2025: "FUELING GROWTH: HOW TO RAISE FUNDS TO SCALE YOUR BUSINESS" (9:30 am - 11:30 am). The page also includes a navigation bar with links for "Explore", "Events & Networking", "Community", "Contact Us", and "Offers".

NEXT EVENTS

14 MAY 2025

Event 4: Mastering Financial Management: Smart Money Strategies for SMEs

25 JULY 2025

Event 5: Fueling Growth: How to Raise Funds to Scale Your Business



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GROWTH SERIES



CLOSING THE DEAL: PROVEN SALES TECHNIQUES TO DRIVE GROWTH

TODAY'S SPEAKERS



Savio Tovar Dias
VP AI Solutions ME, Raizor



Ayman Alwadhi
Group Managing Director, The Corporate Group



RAIZOR



2025

Sales Techniques to Close the Deal

Savio Tovar Dias

 @tovardias

.....

SALES THAT CONVERT: FROM LEADS TO LONG-TERM CLIENTS

Welcome!
In this session, we'll cover:

- Proven ways to generate leads
- Structuring a sales funnel
- Smart negotiation tactics
- Understanding buyer psychology
- Confidently closing deals



THE B2B SALES JOURNEY

The Full Sales Process

Awareness
→ Interest →
Decision →
Action

B2B sales
take time —
trust is key

Each step
needs the
right
message
and follow-
up

Build
relationships,
not just
transactions



LEAD GENERATION ESSENTIALS

Attracting the Right Prospects



- Leverage LinkedIn, referrals & partnerships
- Attend industry events & network locally
- Use educational content (webinars, blogs, guides)
- Make it easy to get in touch — fast replies matter



QUALIFYING LEADS

Don't Chase Every Opportunity

- 1 Focus on high-conversion prospects and your Ideal Customer Profile (ICP)
- 2 Use **BANT** or **CHAMP** frameworks:
 - Budget
 - Authority
 - Need
 - Timeline
 - Challenge
 - Authority
 - Money
 - Prioritization
- 3 Ask smart questions early and look for the 'no'



BUILDING A B2B SALES FUNNEL

Invest in yourself (Build domain knowledge)
Think Outside In



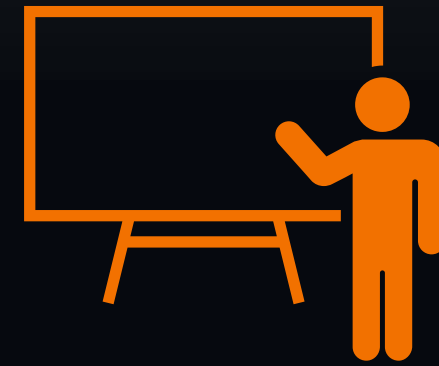
AWARENESS

Attract via content,
ads, events



INTEREST

Engage with
value-driven
conversations



DECISION

Present your
offer clearly

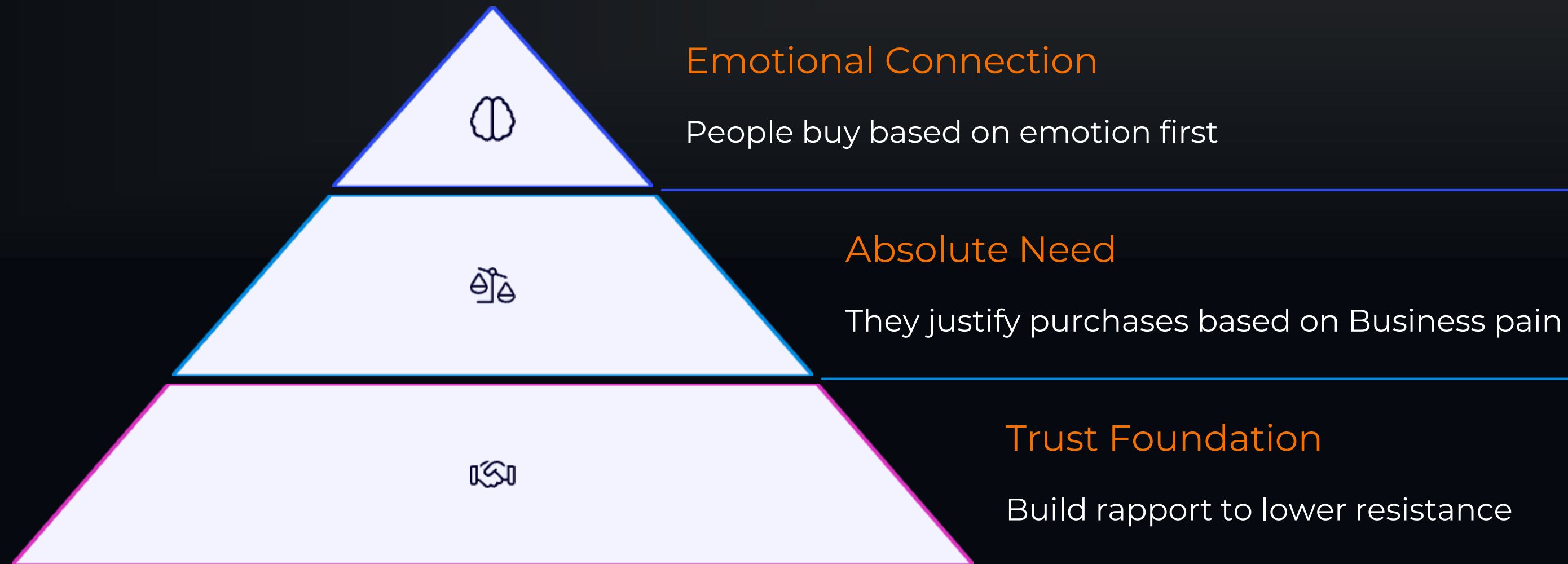


ACTION

CLOSE THE
DEAL



THE PSYCHOLOGY OF CLOSING



Understanding the psychology behind purchasing decisions is fundamental to successful closing. Customers predominantly make buying decisions based on emotional triggers - whether that's fear of missing out, aspiration for a better life, or trust in your expertise.

While emotions drive the initial interest, customers need logical reasons to justify their purchases. By building genuine rapport, you create a foundation of trust that naturally lowers resistance and makes clients more receptive to your closing techniques.



SALES MESSAGING THAT CONVERTS

Research and Understand Your customer
Be your Authentic self



- Focus on problems you solve
- Use client language - not jargon
- Position your offer around outcomes
- Be concise and clear in all communication



NEGOTIATION TECHNIQUES

Be convinced yourself



ANCHOR THE
CONVERSATION
(start with your
ideal offer)



OFFER OPTIONS
to increase buy-in



“Give to get”:
trade value, not
discounts



STAY CALM,
CONTROL THE
PACE



MASTERING THE CLOSE

High & Wide Approach
Decision maker & influencers



- Look for buying signals (questions, enthusiasm, timeline)
- Use trial closes: “Does this sound like a fit?”
- Lay out conditions: “If I was able to make X happen, would you proceed?”
- Address objections with confidence
- Ask directly: “Shall we move forward?”



TURN CLIENTS INTO BRAND AMBASSADORS

The Sale Isn't Over at the Signature



- Follow up after onboarding
- Deliver what you promised - then exceed it
- Ask for reviews or referrals at the right time
- Keep nurturing the relationship



KEY TAKEAWAYS

- Inspect What you expect
- Always learn from your customers
- Understand your buyer's mindset
- Negotiate with confidence
- Always close with clarity and purpose



THANK YOU



WWW.RAIZOR.AI

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 @tovardias



Growing your business through Sales

16th April, 2025

A case study

My background

1. Educational & professional trainings/certification
2. Professional career
3. Entrepreneurship journey



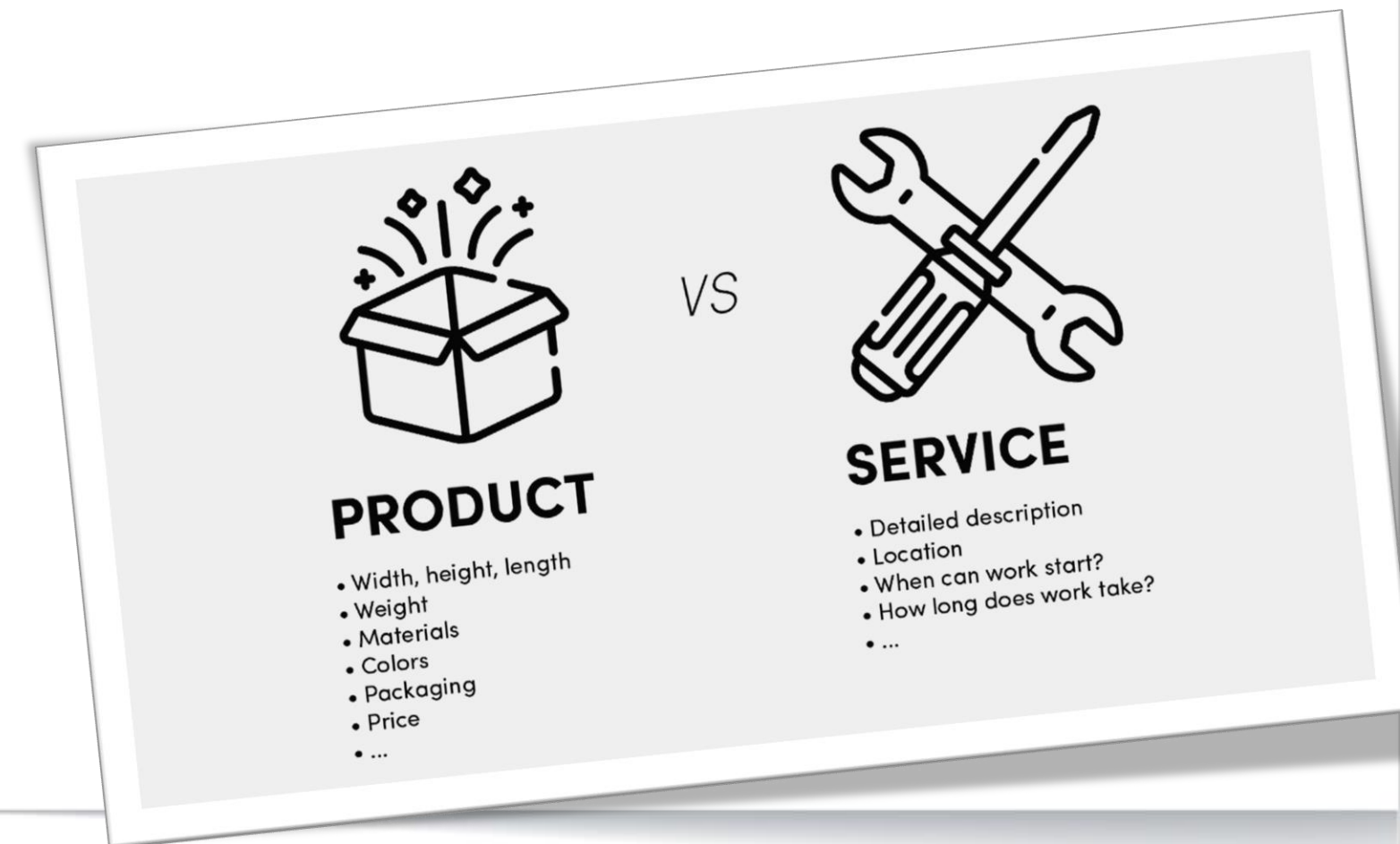
How Is It That 'Business Development' Isn't Sales?

1. Know your customer
2. Master product, service and solution development
3. Raise the bar!



My Techniques

1. Escalation & Follow up matrix
2. Use of CRM
3. Benchmarking
4. Knowledge is power!



Our Clientele

- Lindt
- Rentokil Initial
- MCRT
- Madame Tussauds
- The Pet Shop



Takeaways From Today's Session

- Sales is not a milestone, is a journey
- Cultivating and nurturing relationships to lead for sustainable business and growth
- Act in consistent and persistent way



**KEY
TAKEAWAYS**



Scan for my LinkedIn

Contact Us Here :

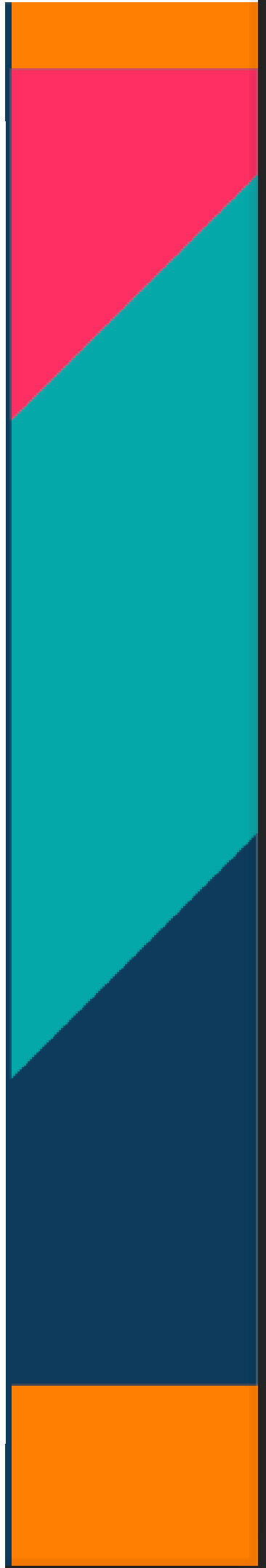
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Survey



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THANK YOU!