Garnet
Garnet Global Training Center

GGT-MK-129

Marketing, Sales & Communication

Solution Selling

البيع بالحلول

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Solution Selling focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Win and keep customers with sharper strategy, selling and communication. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Solution Selling to real tasks.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Solution Selling: principles and standards
- Media and stakeholder communication
- Common mistakes and how to avoid them

Day 2 Methods and tools in practice
- Customer insight and segmentation
- Brand and positioning

Day 3 Diagnosis and problem solving
- Digital channels and content
- Regional and international case studies

Day 4 Quality, safety and documentation
- Sales process and negotiation
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan
- Measurement and ROI
- Group discussion and peer review

10-day outline

Day 1 Solution Selling: principles and standards
- Media and stakeholder communication
- Common mistakes and how to avoid them

Day 2 Methods and tools in practice
- Customer insight and segmentation
- Brand and positioning

Day 3 Diagnosis and problem solving
- Digital channels and content
- Regional and international case studies

Day 4 Quality, safety and documentation
- Sales process and negotiation
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan
- Measurement and ROI
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Measurement and reporting

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Hands-on workshop on a workplace challenge

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
21–25 Feb 2027	5-day classroom	Kuwait City	English	4,750
16–20 May 2027	5-day classroom	Muscat	Arabic	4,750
6–10 Sep 2027	5-day online	Live online	Arabic	2,950
19–30 Dec 2027	10-day classroom	Riyadh	Arabic	8,950
17–21 Jan 2028	5-day classroom	Kuala Lumpur	English	4,750
3–7 Apr 2028	5-day classroom	Amsterdam	English	4,750
19–30 Jun 2028	10-day online	Live online	Arabic	5,450
13–24 Nov 2028	10-day classroom	Vienna	English	8,950
7–11 Jan 2029	5-day classroom	Muscat	English	4,750
11–22 Jun 2029	10-day classroom	Kuala Lumpur	English	8,950

Dates	Format	City	Language	Fee (USD)
6–10 Aug 2029	5-day online	Live online	Arabic	2,950
1–5 Oct 2029	5-day classroom	Paris	English	4,750
18–22 Mar 2030	5-day classroom	Dubai	Arabic	4,750
17–28 Jun 2030	10-day online	Live online	Arabic	5,450
1–5 Jul 2030	5-day classroom	London	English	4,750
9–20 Dec 2030	10-day classroom	Abu Dhabi	Arabic	8,950

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/