

Payments Commercial Excellence

Advanced Commercial and Client-Engagement Programme

Executive Course Overview



Programme Overview

An advanced commercial and client-engagement programme for payments sales, business-development, account-management and client-facing professionals.

Build the confidence, judgement and practical skills to manage complex client conversations, challenge requests constructively, protect organisational value and negotiate sustainable commercial outcomes.



Who Should Attend

- Payments sales professionals
- Business-development managers
- Account managers and relationship managers
- Merchant-acquiring sales teams
- Fintech and payment-service-provider sales teams
- Banking and financial-services sales teams
- Pre-sales, client-success and implementation managers



What Learners Will Gain

- Manage difficult commercial conversations
- Uncover the business drivers behind client demands
- Test commercial and operational viability
- Defend pricing and value
- Negotiate conditional concessions
- Escalate with clear recommendations
- Maintain strong client relationships



Programme Structure



Module 1: Managing Commercial Client Conversations

- 1 The Commercial Role of the Payments Sales Professional
- 2 Understanding the Client's Stated Position
- 3 Asking the Right Commercial Questions
- 4 Listening for Commercial Information
- 5 Managing Pressure and Avoiding Premature Commitments
- 6 Structuring a Difficult Client Conversation



Module 2: Negotiation and Constructive Client Challenge

- 1 Constructive Challenge Versus Confrontation
- 2 Testing the Validity of Client Requests
- 3 Challenging Unsupported Claims
- 4 Managing Common Client Negotiation Tactics
- 5 Managing Objections Without Discounting
- 6 Knowing When to Stand Firm



Module 3: Protecting Value and Managing Concessions

- 1 Understanding and Communicating Commercial Value
- 2 Negotiating Beyond Price
- 3 Concessions Versus Commercial Trades
- 4 Preparing the Negotiation Position
- 5 Managing Discount Requests
- 6 Managing Requests for Free Services and Additional Benefits
- 7 Unit 7: Escalating Commercial Requests Effectively
- 8 Unit 8: Protecting Long-Term Account Value

AT A GLANCE

 Delivery	Online LMS
 Audience	Payments sales, business-development, account-management and client-facing professionals
 Region	Africa
 Modules	3
 Assessments	Included
 Certification	Included
 Duration	Average 48 hours
 Language	English



AI Playground Practice

Integrated AI practice scenarios and AI role play

- 12 realistic commercial simulations built into the LMS
- Practice discount requests, competitor comparisons, free pilot requests, renewal pressure and settlement-term discussions
- Receive instant feedback, stronger questioning, commercial risk flags and replay coaching

