BODY OF KNOWLEDGE

WealthPro Africa Sales Masterclass

WASM · 15 weeks · 75 lessons

Capstone artefact: Personal Sales Playbook (Full Edition)

WEALTHPRO AFRICA · E-LEARNING PROGRAMME 2026–2027 · "STRUCTURED. PRACTICAL. CREDIBLE."

Overview

About WealthPro Africa

WealthPro Africa is a structured, OECD-aligned e-learning platform built for African markets, including Kenya, Nigeria, Ghana, Uganda, Tanzania, and Rwanda. Every lesson is built to the WealthPro 14-Point Lesson Standard and delivered on the WealthPro LMS, powered by OpenEdX, so that learning is practical, credible, and grounded in the realities of the African professional context.

About This Course

The WealthPro Africa Sales Masterclass (WASM) is built for sales professionals and entrepreneurs ready to master the full science and art of selling at the highest level. It is the apex of the WealthPro Sales Learning Pathway (PSS to SMT to WASM), assuming the learner already knows the mechanics of selling and the systems of managing, and going deeper into identity, ethics, adaptability, buyer psychology, and the entrepreneurial discipline required to treat a sales territory as a business.

The course runs as a single progressive arc across 15 weeks with no level subdivisions, adapted chapter by chapter from Powerful Selling v.1.0. Each week has a named theme, a clear core focus, five lessons, a live practice element, and a workbook output that contributes a component to the Full Edition Personal Sales Playbook.

Course Learning Outcomes

1. WASM-CO1: Adopt a professional selling identity and personal brand that commands trust and credibility.
2. WASM-CO2: Navigate diverse sales career paths and build a long-term professional development strategy.
3. WASM-CO3: Apply adaptive selling techniques and build lasting relationships rooted in genuine value.
4. WASM-CO4: Operate with the highest standards of business ethics, integrity, and trust in all sales interactions.
5. WASM-CO5: Communicate with exceptional clarity, empathy, and persuasive power across all media.
6. WASM-CO6: Achieve mastery in prospecting, qualifying, approaching, presenting, and closing.
7. WASM-CO7: Build and run an entrepreneurial selling operation with systems, discipline, and scale ambition.

How to Use This Body of Knowledge

This Body of Knowledge maps the full scope of the course, its domains, learning objectives, and key terms. Use it to preview the scope before you begin, as a study checklist during the course, and as a professional reference afterwards. The BOK is the map; the LMS is the journey.

Capstone Artefact

The capstone is the Personal Sales Playbook, Full Edition, the apex sales document in the WealthPro curriculum. It is a comprehensive, field-ready operational manual that integrates all fifteen weekly workbook outputs into a single professional system covering identity, pipeline, scripts, presentation, objection handling, negotiation, follow-up, a KPI dashboard, and an entrepreneurial execution sprint. Built progressively, one component per week, it is designed for immediate deployment in the field rather than as a portfolio piece, and it is graded against the WealthPro SOLO Workbook Grading Rubric V1.0.

Recommended Resources

- WealthPro Africa (2026). WealthPro Africa Sales Masterclass Workbook, WASM-W1 through WASM-W15. Based on Powerful Selling v.1.0. WealthPro Africa. Available at: lessons.wealthpro.africa
- OECD/INFE (2016). Core Competencies Framework on Financial Literacy for Adults; and IOSCO-OECD (2019). Core Competencies Framework on Financial Literacy for Investors.
- CISI (Chartered Institute for Securities and Investment), professional standards and integrity guidance for client-facing financial professionals.
- Rackham, N. (1988). SPIN Selling. McGraw-Hill, New York.
- Fisher, R., Ury, W. and Patton, B. (2011). Getting to Yes: Negotiating Agreement Without Giving In. 3rd edn. Penguin Books, New York.
- Cialdini, R.B. (2006). Influence: The Psychology of Persuasion. Revised edn. HarperCollins, New York.

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DOMAIN 1: THE POWER TO GET WHAT YOU WANT IN LIFE (5%)

Learning Objectives

1. Define your professional selling identity, including your Personal Mission, three Brand Points, and Why I Sell statement, articulating the value you bring that is distinct from your product or company.
2. Recognise selling as a value exchange and a daily discipline, framing the ownership mindset that treats every interaction as a moment to create and capture value.
3. Evaluate your current personal brand against a masterclass standard, covering digital presence, professional presentation, and reputation signals, and identify the three highest-impact improvements.
4. Construct the Personal Mission, three Brand Points, and Why I Sell workbook component that opens your Full Edition Personal Sales Playbook.

Key Terms

- Professional selling identity
- Selling as value exchange
- Ownership mindset
- Daily selling moments
- Personal mission statement
- Brand points
- Why I Sell statement
- Personal brand
- Digital presence
- Reputation signal
- Brand equity (personal)
- Value differentiation

DOMAIN 2: THE POWER TO CHOOSE YOUR PATH, CAREERS IN SALES (4%)

Learning Objectives

1. Map the sales career landscape across African markets, identifying the career paths, role types, income structures, and skills requirements most aligned to your strengths and goals.
2. Apply a strengths-market alignment process to select the career path most likely to reward your distinctive capabilities.
3. Build a 3-year personal development plan with specific milestones for skills acquisition, relationship network growth, and income or promotion targets, benchmarked against the African sales market.
4. Construct a career path map and 3-year development plan as a workbook component of the Full Edition Personal Sales Playbook.

Key Terms

- Sales career landscape
- Career path map
- Path selection
- Strengths-market alignment
- Career planning
- Role types in sales
- Income structure in sales
- Skills requirements
- 3-year development plan
- Promotion target
- Network growth
- African sales market

DOMAIN 3: THE POWER OF BUILDING RELATIONSHIPS, ADAPTIVE SELLING (6%)

Learning Objectives

1. Apply an adaptive selling framework that adjusts communication style, pace, and depth to four distinct buyer personality types, and demonstrate flexibility across buyer types within a single sales interaction.
2. Recognise buyer styles quickly and adjust approach in real time using a buyer style recognition method.
3. Articulate the relationship-first selling philosophy and identify at least three specific trust-building practices aligned to the relationship and community norms of African business culture.
4. Construct a relationship-building playbook page as a workbook component of the Full Edition Personal Sales Playbook.

Key Terms

- Adaptive selling
- Buyer style
- Buyer style recognition
- Relationship-first selling
- Relationship-building philosophy
- Africa trust culture
- Community-based trust
- Trust-building practices
- Long-term reputation
- Sustainable sales career

DOMAIN 4: BUSINESS ETHICS, THE POWER OF DOING THE RIGHT THING (7%)

Learning Objectives

1. Navigate at least three ethical grey areas in selling, including price pressure, competitive misrepresentation, and disclosure obligations, applying a structured ethical decision-making framework.
2. Apply an ethical selling standard that maintains integrity under pressure and protects long-term reputation.
3. Analyse the difference between a surface advantage and a sustainable reputation when resolving ethical conflict.
4. Produce a Personal Ethics Charter that defines your non-negotiable standards, your approach to ethical conflict resolution, and the long-term reputation you are building.

Key Terms

- Ethical selling standard
- Grey-area navigation
- Integrity under pressure
- Personal ethics charter
- Ethical decision-making framework
- Competitive misrepresentation
- Disclosure obligation
- Price pressure
- Ethical conflict resolution
- Long-term reputation

DOMAIN 5: THE POWER OF EFFECTIVE COMMUNICATION (7%)

Learning Objectives

1. Apply verbal communication mastery, including precision language, strategic silence, voice modulation, and active listening, to a structured sales conversation at C-suite level.
2. Adapt written and digital communication across email, WhatsApp, LinkedIn, and proposal formats, producing messages that are clear, confident, and culturally calibrated for African professional audiences.
3. Apply non-verbal communication and cross-cultural calibration to build rapport across diverse African business contexts.
4. Construct a Communication Style Profile and a set of customised scripts as a workbook component of the Full Edition Personal Sales Playbook.

Key Terms

- Verbal communication mastery
- Precision language
- Strategic silence
- Active listening
- Voice modulation
- Non-verbal communication
- Written communication
- WhatsApp professional communication
- Cross-cultural communication
- Communication style profile

DOMAIN 6: WHY AND HOW PEOPLE BUY, THE POWER OF UNDERSTANDING THE CUSTOMER (7%)

Learning Objectives

1. Map the buyer decision-making process from need recognition through to purchase, identifying the emotional triggers and rational justifications that operate at each stage.
2. Classify at least four buyer styles using a decision-mode framework, emotional, rational, analytical, and impulsive, and demonstrate how each requires a different communication strategy.
3. Analyse the relationship between emotional buying and rational rationalisation in buyer behaviour.
4. Produce a Buyer Psychology cheat sheet and customised scripts for three buyer types as a workbook component of the Full Edition Personal Sales Playbook.

Key Terms

- Buyer psychology
- Buyer decision-making process
- Need recognition
- Emotional trigger
- Rational justification
- Emotional versus rational buying
- Decision mode
- Buying styles
- Buyer psychology cheat sheet
- Communication strategy by style

DOMAIN 7: PROSPECTING AND QUALIFYING, THE POWER TO IDENTIFY YOUR CUSTOMERS (9%)

Learning Objectives

1. Design and operate a personal prospecting system that generates a minimum pipeline of twenty qualified prospects per month, combining digital channels, community referral networks, and existing account expansion.
2. Apply the BANT (Budget, Authority, Need, Timeline) and MEDDIC (Metrics, Economic Buyer, Decision Criteria, Decision Process, Identify Pain, Champion) qualification frameworks to distinguish high-probability prospects from low-probability ones.
3. Apply pipeline-building discipline that makes prospecting a repeatable system rather than an occasional activity.
4. Construct a prospect list and qualification template as a workbook component of the Full Edition Personal Sales Playbook.

Key Terms

- Prospecting system
- Pipeline building
- Pipeline-building discipline
- Digital prospecting
- Community referral network
- Account expansion
- BANT framework
- MEDDIC framework
- Prospect qualification
- High-probability prospect

DOMAIN 8: THE PREAPPROACH, THE POWER OF PREPARATION (6%)

Learning Objectives

1. Conduct pre-call research and build a personalised preparation strategy for a target prospect, including company context, stakeholder mapping, goal-setting per call, and a primary and secondary objective.
2. Apply preparation rituals that establish a repeatable habit of thorough readiness before every call.
3. Define clear primary and secondary objectives for each call so that every interaction has a defined advance.
4. Complete a pre-call preparation checklist within a set time discipline as a workbook component of the Full Edition Personal Sales Playbook.

Key Terms

- Pre-call research
- Personalisation strategy
- Preparation rituals
- Stakeholder mapping
- Goal-setting per call
- Primary objective
- Secondary objective
- Pre-call preparation checklist
- Company context
- Time discipline

DOMAIN 9: THE APPROACH, THE POWER OF CONNECTING (6%)

Learning Objectives

1. Open a sales call using a first-impression sequence calibrated for three buyer types, including an executive-level approach with P&L language and a field-level approach with rapport-building, demonstrating that the opening is engineered, not improvised.
2. Apply rapport techniques and opening statements that create immediate credibility and connection.
3. Adapt the executive-level approach to senior decision-makers using business and financial language.
4. Construct approach scripts for three buyer types as a workbook component of the Full Edition Personal Sales Playbook.

Key Terms

- First impression sequence
- First impression mastery
- Executive-level approach
- Rapport technique
- Opening statement
- P&L language in selling
- Buyer-type calibration
- Engineered opening
- Approach scripts
- Field-level approach

DOMAIN 10: THE PRESENTATION, THE POWER OF SOLVING PROBLEMS (8%)

Learning Objectives

1. Apply SPIN Selling at a deepening level, using Situation, Problem, Implication, and Need-payoff questions in sequence, to convert a presentation from a monologue into a buyer-led value discovery dialogue.

2. Deliver a solution presentation using the storytelling framework, including a contextualised African success story, a clear value proposition, and a proof point library, calibrated to the buyer's decision mode.
3. Execute a product demonstration or service walkthrough with intentional pacing, question-seeding, and a clear call-to-action that advances the sale to the next defined step.
4. Construct a solution presentation template as a workbook component of the Full Edition Personal Sales Playbook.

Key Terms

- Solution-selling presentation
- SPIN Selling (deepened)
- Situation questions
- Problem questions
- Implication questions
- Need-payoff questions
- Storytelling framework
- Proof point library
- Demo excellence
- Call-to-action discipline

DOMAIN 11: HANDLING OBJECTIONS, THE POWER OF LEARNING FROM OPPORTUNITIES (8%)

Learning Objectives

1. Classify incoming objections by type, price, timing, authority, need, competitor, and risk, before responding, using a diagnostic pause-and-probe technique.
2. Apply the Acknowledge-Clarify-Respond-Confirm objection framework across a range of objection types, demonstrating that the response always addresses the root concern rather than the surface statement.
3. Demonstrate emotional regulation under sustained objection pressure, maintaining curiosity and composure throughout, in a role-play or practice session assessed against a facilitation checklist.
4. Produce an objection response bank of at least twenty tested scripts covering the most common objections in your specific market and product context.

Key Terms

- Objection mastery system
- Objection classification
- Price objection
- Timing objection
- Authority objection
- Competitor objection
- Risk objection
- Acknowledge-clarify-respond-confirm
- Root concern versus surface statement
- Objection pattern recognition

- Objection response bank
- Emotional regulation in selling
- Curiosity under pressure

DOMAIN 12: CLOSING THE SALE, THE POWER OF NEGOTIATING TO WIN (8%)

Learning Objectives

1. Identify verbal and non-verbal buying signals across five common buying modes and demonstrate the transition from late-stage discovery to closing without creating buyer pressure or resistance.
2. Apply a repertoire of low-pressure, high-clarity closing techniques, including trial close, summary close, options close, and next-step close, selecting the technique appropriate to the buyer's decision mode.
3. Prepare for a negotiation using a BATNA-style framework, identifying priorities, defining concession thresholds, and researching the buyer's likely constraints, producing a Negotiation Strategy Card.
4. Execute a negotiation to a documented win-win agreement using conditional concessions, value packaging, and a deal summary email template that confirms scope, price, terms, and next steps.

Key Terms

- Buying signal
- Closing readiness
- Trial close
- Summary close
- Options close
- Next-step close
- Low-pressure closing
- BATNA-style preparation
- Negotiation Strategy Card
- Win-win architecture
- Conditional concession
- Value packaging
- Deal summary email

DOMAIN 13: FOLLOW-UP, THE POWER OF SERVICE THAT SELLS (5%)

Learning Objectives

1. Design a post-sale follow-up system with a structured cadence covering the first-30-days onboarding, 60-day value check, 90-day expansion conversation, and annual relationship review.
2. Execute a service failure recovery using a structured acknowledgement, resolution, and relationship-restoration protocol that converts a dissatisfied client into a documented reference.

3. Build a referral and advocacy architecture that systematically turns satisfied buyers into active sources of introductions through referral ask scripts, testimonial capture, and community selling techniques.
4. Construct a follow-up cadence system as a workbook component of the Full Edition Personal Sales Playbook.

Key Terms

- Post-sale follow-up system
- Onboarding cadence
- Value check conversation
- Expansion conversation
- Annual relationship review
- Service failure recovery
- Client advocacy
- Referral architecture
- Referral ask script
- Testimonial capture
- Community selling
- Account growth

DOMAIN 14: THE POWER OF LEARNING THE ROPES (4%)

Learning Objectives

1. Design a personal professional development system including a Learning Log, a mentor identification and engagement plan, and a quarterly industry mastery review habit.
2. Apply continuous learning habits that compound capability over a selling career.
3. Construct a mentor identification and engagement plan that secures structured guidance from experienced practitioners.
4. Construct a Learning Log and mentor plan as a workbook component of the Full Edition Personal Sales Playbook.

Key Terms

- Professional development system
- Learning log
- Mentor plan
- Mentoring
- Continuous learning habit
- Industry mastery
- Quarterly mastery review
- Capability compounding
- Skill practice discipline
- Career development

DOMAIN 15: ENTREPRENEURIAL SELLING, THE

POWER OF RUNNING YOUR OWN BUSINESS (10%)

Learning Objectives

1. Apply an entrepreneurial selling framework that maps your sales territory as a business, with revenue targets, activity investment priorities, growth levers, and a 90-day execution sprint.
2. Integrate all fifteen weekly workbook outputs into a single, coherent Full Edition Personal Sales Playbook that is field-ready, role-specific, and usable without the course as reference.
3. Present the Full Edition Personal Sales Playbook to peers or a facilitator, receiving structured feedback and incorporating at least three improvements before final submission.
4. Produce a 90-day post-WASM execution sprint with specific, measurable commitments across pipeline activity, skill practice, and playbook deployment in the field.

Key Terms

- Entrepreneurial selling mindset
- Territory as business
- Sales P&L
- Scale thinking
- Growth lever
- Investment decision (selling)
- Full Edition Personal Sales Playbook
- Playbook integration
- 90-day execution sprint
- Field-ready document
- KPI dashboard
- Peer review
- Post-WASM deployment