

“Business to Business Sales” (B2B) Training Program (English Material)

Course Length: 25 Hours @ 5 days

Who Should Attend

Those charged with selling complex products or solutions to other businesses who have at least two years commercial experience will benefit most from this course. We designed this course for established sales people who want to achieve better results.

Course Objectives

- Explain how top business to business sales people consistently outperform their peers, whatever their circumstances.
- Provide frameworks, methods, and tools that guide sales activities, increase productivity, reduce the sales cycle, and improve forecast accuracy.
- Illuminate advanced communication skills and provide an opportunity to practice them.
- Study the application of persuasion and influence in sales situations.
- Apply a step by step method for gaining more access to senior people.
- Web marketing / web sales

Course outline

- The Changing Face of Selling
- website 'script' for appointment-making, sales introductions, and identifying
- AIDA and the Hierarchy of Effects
- The Seven Steps of effective Sale
- The Product Offer –
- Consultative Selling
- Decision-making contact names and buying processes
- Collaboration, Facilitation and Partnership Selling