



TIMELY
RESPONSE




EVERY
day is
CUSTOMER
day



SERVICE
with a



A  customer is a   customer

REWARD
the customer



CUSTOMER SERVICE

Value the
customer's
OPINION



Deal EFFICIENTLY



with CUSTOMERS



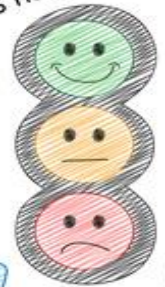
LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



Advanced B2B Sales



Website: www.btsconsultant.com

Email: info@btsconsultant.com

Telephone: 00971-2-6452630

www.btsconsultant.com

Advanced B2B Sales

Introduction:

B2B sales professionals today operate in a highly competitive and complex environment where conventional selling techniques and strategies no longer work. Reliance on volume transactions, pricing and other usual sales techniques may even hurt the company's long-term prospects in the industry. To succeed and sustain peak sales performance, B2B salespeople need to invest in training and orientate themselves to go beyond product pushing. This requires a major paradigm shift.

This course aims to provide B2B salespeople with an understanding of what today's B2B selling is all about. At the end of the course, participants will be able to incorporate professional B2B sales processes and strategies and differentiate themselves from the crowd.

Who Should Attend?

Newly-appointed salespeople embarking on a B2B selling career

Business development executives responsible for developing new B2B accounts

Sales executives responsible for maintaining and keeping profitable corporate accounts

Course Objectives:

By the end of this course, delegates will be able to:

- Gain an understanding of the key principles and concepts underlying the practice of successful B2B selling
- Learn the techniques and tools used by successful B2B salespeople
- Help salespeople map out and target suitable B2B customers
- Equip salespeople with useful sales processes & strategies to implement an effective selling process

- Apply selected techniques and tools during the "hands-on" sessions involving case studies and role-plays

Course Outline:

The Key Changes Affecting Modern B2B Selling

- Changes and their impact on modern day selling
- What it takes to succeed in sales today

Sales Planning & Targeting B2B Customers

- The need to target and plan the sales call
- Identifying the selling cycle

B2B Prospecting Techniques

- Traditional prospecting techniques
- Developments in approaches to prospecting

B2B Pre-call Planning and Strategies

- Identifying prospects' business problems and initiating solutions
- Creating a target account profile

Building a Problem Ladder of Target Prospects

- Mapping the causes and flows of critical business issues throughout the organisation
- Identifying target executives and mapping selling strategies and techniques

Establishing the VITO Strategy

- Why selling to VITO is essential in modern B2B selling
- Crafting VITO strategies

Managing Relationships

- Establishing multi-level alliances
- Building and maintaining relationships at different levels