Training Course:
Mastering B2B Sales: Techniques and Strategies for Success

25 - 29 November 2024
London (UK)
Landmark Office Space - Oxford Street

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Training Course code: SM234964 From: 25 - 29 November 2024 Venue: London (UK) - Landmark Office Space - Oxford Street Training Course Fees: 5500 Euro

Introduction

This training program is designed to provide the necessary skills and knowledge to the sales team of a B2B company. The focus of this program is to equip the sales team with the skills and techniques they need to effectively sell products or services to other businesses. The program will cover a range of topics, including understanding the customer, building rapport, product knowledge, objection handling, closing the deal, communication skills, time management, sales strategy, and continuous learning.

Training Objectives

The training objectives for this program are as follows:

- To enable the sales team to understand their customers better and identify their pain points.
- To teach the sales team how to build rapport with customers and create lasting relationships.
- To provide the sales team with in-depth knowledge of the product or service they are selling, including its features and benefits.
- To equip the sales team with the skills to handle objections and negotiate deals effectively.
- To teach the sales team how to close deals successfully and manage the contract process.
- To improve the sales team's communication skills, including language and writing skills.
- To teach the sales team how to manage their time effectively and prioritize leads.
- To provide the sales team with the skills to develop a successful sales strategy.
- To encourage the sales team to engage in continuous learning and professional development.

Methodologies

The training program will use a variety of methodologies to engage the sales team and ensure that they retain the information presented to them.

These methodologies include:

- Classroom instruction: The sales team will receive in-person instruction from an experienced sales trainer.
- Role-playing: The sales team will participate in role-playing exercises to practice their skills and receive feedback.

- Case studies: The sales team will analyze real-world case studies to gain a deeper understanding of the concepts taught in the program.
- Group discussions: The sales team will engage in group discussions to share their experiences and insights.
- Interactive presentations: The sales team will receive interactive presentations to keep them engaged and interested.

Competencies

Attending this training program will provide the sales team with a range of competencies that will help them be more effective in their roles.

Here are some of the key competencies that the sales team will gain:

- Understanding the customer: The sales team will learn how to understand the needs, pain points, and preferences of their customers.
- Building rapport: The sales team will gain the skills to build trust and establish relationships with customers.
- Product knowledge: The sales team will develop a deep understanding of the product or service they are selling, including its features and benefits.
- Objection handling: The sales team will learn how to anticipate and handle objections effectively.
- Closing the deal: The sales team will gain the skills to close deals successfully and manage the contract process.
- Communication skills: The sales team will improve their communication skills, including language and writing skills.
- Time management: The sales team will learn how to manage their time effectively and prioritize leads.
- Sales strategy: The sales team will gain the skills to develop a successful sales strategy.
- Continuous learning: The sales team will be encouraged to engage in continuous learning and professional development, ensuring that they stay up-to-date with the latest trends and techniques in the industry.

Target Audience

This training program is designed for the sales team of a B2B company.

The target audience for this program includes:

- Sales representatives
- Sales managers

- Account managers
- Business development executives
- Customer success managers

Training Program Outlines

Understanding your customers

- Researching customers:
  - Research the industry, company, and contact before making a call
  - Use tools and resources to gather relevant information
  - Analyze information and develop a customer profile
- Identifying pain points:
  - Teach sales team to identify common pain points in the industry
  - Tailor the product or service offering to address them
  - Ask open-ended questions to learn about specific pain points of the customer

Building rapport

- Active listening:
  - Pay attention to tone, inflection, and body language
  - Repeat back what the customer said to demonstrate understanding
- Showing empathy:
  - Acknowledge the customer's challenges
  - Demonstrate that you care about their business
- Open-ended questions:
  - Ask open-ended questions to get customers talking
  - Examples: "What challenges are you facing?" and "How do you see our product fitting into your business?"

Product knowledge

Features, and benefits

- Understand the features and benefits of the product or service
- Explain how it solves the customer's pain points
- Provide case studies and success stories to help explain the value proposition
- Competitive landscape:
  - Understand the competitive landscape
  - Identify key competitors, their products, and pricing strategies
  - Position the product effectively and differentiate it from the competition

Objection handling

- Active listening:
  - Listen actively to the customer's concerns
  - Acknowledge their concerns and ask follow-up questions
  - Demonstrate empathy
- Providing a solution:
  - Provide a solution that addresses the concern
  - Explain how the product solves the customer's pain point
  - Demonstrate the value proposition of the product
- Anticipating objections:
  - Anticipate objections and prepare responses in advance
  - Provide objection handling scripts that can be used to respond to common objections

Closing the deal

Different closing techniques:

- Use trial closes, assumptive closes, and alternative closes
- Choose the right technique based on the customer's needs and communication style
- Negotiating the deal:

- Identify the customer's needs and priorities
- Negotiate the terms of the deal while maintaining a good rapport with the customer

- Managing the contract process:
  - Review and finalize the contract
  - Secure the customer's signature

Communication skills

- Language:
  - Use language effectively, including tone, pace, and word choice
  - Use positive language and avoid industry jargon that the customer may not understand
- Writing skills:
  - Develop good writing skills for emails, proposals, and contracts
  - Use clear and concise language

Time management

- Prioritizing leads:
  - Manage time effectively by prioritizing leads
  - Use tools such as CRM software to track leads and follow up
  - Develop a strategy for following up on proposals
- Managing the sales pipeline:
  - Manage the sales pipeline effectively
  - Use technology to streamline the work and avoid wasting time
  - Set goals and measure progress

Sales strategy

- Developing a sales strategy:
  - Align the sales strategy with business goals
  - Set targets and measure success

- Adapt the strategy based on market feedback

- Creating a value proposition:
    - Develop a strong value proposition for the product or service
    - Understand the target market and tailor the value proposition to their needs

Case Studies and Group Activities

Registration form on the Training Course:
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