



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

*7 - 11 December 2026
Madrid (Spain)*

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

Training Course code: SM234964 From: 7 - 11 December 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip B2B sales professionals with the critical skills, tools, and strategic mindset required to succeed in competitive business environments.

The program focuses on enhancing the effectiveness of sales teams by strengthening their ability to understand client needs, build strong relationships, communicate value, overcome objections, and close deals successfully. It integrates practical techniques with real-world applications to ensure participants can immediately apply what they learn.

Participants will gain a comprehensive understanding of the full sales cycle—from prospecting to closing and post-sale engagement—while developing a structured, results-driven sales approach.

Course Objectives

By the end of this program, participants will be able to:

- Analyze customer profiles and identify business needs and pain points
- Build trust and long-term relationships with B2B clients
- Demonstrate strong product knowledge and articulate value propositions effectively
- Handle objections and negotiate with confidence
- Apply advanced closing techniques and manage contract processes
- Communicate professionally in both verbal and written formats
- Manage time, prioritize leads, and optimize sales pipelines
- Develop and implement effective sales strategies aligned with organizational goals
- Foster continuous improvement and professional development in sales performance

Target Audience

This program is designed for professionals involved in B2B sales and client management, including:

- Sales Representatives
- Sales Executives and Managers
- Account Managers
- Business Development Executives
- Customer Success Managers
- Key Account Specialists

Outline

Day 1: Understanding Customers and Market Dynamics

- B2B sales fundamentals and buyer behavior
- Customer segmentation and profiling techniques
- Conducting effective customer and market research
- Identifying customer pain points and business challenges
- Mapping customer needs to solutions
- Practical exercise: Developing customer personas

Day 2: Building Rapport and Effective Communication

- Principles of relationship-based selling
- Active listening techniques and emotional intelligence in sales
- Building trust and credibility with clients
- Asking powerful and open-ended questions
- Verbal and non-verbal communication skills
- Practical role-play: Client interaction scenarios

Day 3: Product Knowledge and Value Proposition Development

- Understanding product/service features vs. benefits
- Translating features into client value
- Competitive analysis and market positioning
- Crafting compelling value propositions
- Presenting solutions with impact
- Case study: Positioning against competitors

Day 4: Objection Handling, Negotiation, and Closing Techniques

- Types of customer objections and how to anticipate them
- Structured objection handling frameworks
- Negotiation strategies and win-win approaches
- Closing techniques trial close, assumptive close, alternative close
- Managing the contract and agreement process
- Practical exercise: Objection handling simulations

Day 5: Sales Strategy, Time Management, and Performance Optimization

- Building a results-driven sales strategy
- Sales pipeline management and forecasting
- Lead prioritization and opportunity management
- Time management tools and techniques for sales professionals
- CRM utilization and sales tracking
- Continuous improvement and personal development planning
- Final activity: Developing an individual sales action plan

Registration form on the Training Course: Mastering B2B Sales: Techniques and Strategies for Success

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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