



## B2B - SALES BASE CAMP

ONE DAY TRAINING COURSE

### COURSE OVERVIEW

In this training session we will focus on the very basic step a sales professional should follow to become a professional B2B sales expert.

Starting from prospecting to closing a deal and challenging customer's assumptions to teaching them the right solution we will make sure that every participant get the updated, modern sales knowledge to improve their selling skills & be confident to sell naturally.

### COURSE OVERVIEW

This course is meant to transform ordinary sales people using conventional methodologies into modern research based updated sales strategies being sales expert in their domain.

Selling is an art which can be learnt and mastered by learning sales modern strategies and concepts which are evolving by ever passing day. This course is simple yet full of valuable information for all the participants relevant to their sales jobs.

ONE DAY | 0900 - 1700 HRS

USD 1,500.0 / SESSION

15 PARTICIPANTS

### COURSE CONTENT

Understanding:

Market research/prospecting

-Why customer should buy from you.

-What makes you preferred supplier.

Key Drivers of customer loyalty

-Company and brand impact

-Product & service delivery

-Value to price ratio

-Sales experience

How & when to close a sales deal

How to follow up with customers

### COURSE CONTENT

The five profiles of sales reps

Performance of sales reps

-Knowing & gauging parameters

The Sales Reps Fingerprints

How to excel in complex sales

-What kind of company to target

-What sort of information to gather

-When to engage | Who to engage

-How to begin the conversation

-How to direct the flow of information?