

B2B SALES MANAGEMENT

TIME	TOPICS	TIME	TOPICS
0900 - 1000	Understanding market research / prospecting Why customers should buy from you? Finding your USP and being able to own it.	1400 - 1500	The five profiles of sales reps. Performance of sales reps Knowing & gauging parameters?
1000 - 1100	What makes you the preferred supplier? Key drivers of customer loyalty? Understanding buyer's buying mindset.	1500 - 1600	The same reps fingerprints How to excel in complex sales What kind of company to target?
1100 - 1200	Company & brand impact Product & service delivery Value to price ratio	1600 - 1630	What sort of information to gather? When to engage, who to engage How to begin the conversation
1200 - 1300	Sales - experience How and when to close a sales deal? How to follow up with customers?	1630 - 1700	How to direct the flow of information. Brainstorming / questions & answers Participants feedback / certificate distribution

COURSE OVERVIEW

In this training session we will focus on the very basic steps 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 gets the updated, modern sales knowledge to improve their selling skills & be able to sell confidently & naturally.

This course is designed to transform ordinary sales people using conventional methodologies into using modern research based updated sales strategies becoming sales expert in their relevant domains. Selling is an art which can be learnt and mastered by learning modern sales strategies & concepts which are evolving by everyday.

COURSE BENEFITS

Participants are going to get following benefits by attending this training course.

- ▶ They will learn how to search the market and target the right prospects
- ▶ They will learn how to develop sales pitch and how to deliver an impactful pitch.
- ▶ They will learn to improve their communication during sales process to close the deal or followup with the client for closing.
- ▶ They will learn professionals sales attitude.

WHO SHOULD ATTEND

This training program is designed for following professionals to attend and get benefit.

- ▶ Salesmen & sales women
- ▶ Sales executives
- ▶ Sales supervisors
- ▶ Sales - back-office support staff
- ▶ Assistant managers sales
- ▶ B2B sales professionals
- ▶ Sales champions who wish to upgrade their skill and knowledge according to modern practices.