

Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

Prospecting and Consultative selling (B2B)

Course Overview

How do you develop your B2B Sales Pipeline?

Are there hidden opportunities with your clients for business development?

How do you approach lead generation with your B2B Clients?

Target Audience

If you are responsible for B2B Sales in your organisation, then this Program is designed for you. We offer, during this Program, the opportunity to action, demonstrate, reflect, and make decisions about actions you can take in the real world of sales development.

Approach

The training course consists of a continuous sequence of practical exercises, integrative discussions, and interactions. Tools and strategies will be applied in the activities and provided a participant handbook is provided to solidify the learning.

Duration

- 2 Days

Training Objectives

- Understand business from your customer's viewpoint.
- Get more from every sales meeting.
- Create a rapport with your customers.
- Uncover hidden opportunities.
- Present a powerful solution based on real needs.
- Handle difficult situations, awkward questions, and objections.
- Negotiate for win-win outcomes.
- Gain commitment.
- Increase customer share.



Day One

- **Welcome and introduction**
 - Program objectives.
 - Personal objectives.
 - B2B selling.
- **The sales pipeline**
 - Your proposition.
 - Your audience and message.
 - Customer engagement plan.
- **B2B - lead generation**
 - Value proposition.
 - Multi-touch selling.
 - Using Sales and marketing collateral.
- **getting appointments**
 - Call plans.
 - Making contact.
 - Setting expectations.
- **B2B selling – key principles**
 - Building trust.
 - We Both want the same thing!
 - No guessing.

Day Two

- **Welcome back and review**
- **B2b selling**
 - Sales process
- **Identify**
- **Decision**
- **Exact solution**
 - Incl. what makes a winning proposal or contract?
- **After sales**
 - Incl. follow-up and business development
 - The above would include exercises, role plays and crm – sales process
Templates and guidelines
- **Best practice session**
- **Action planning and commitments**