B2B Sales Training

Duration: **2 Day**

BILGINC IT Academy
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Overview

This training is designed for professionals aiming to enhance their performance in B2B (Business-to-Business) sales environments. It focuses on long-term relationships, high-value deals, complex buying processes, and multiple decision-makers.

Participants will gain both theoretical knowledge and practical skills in areas such as customer needs analysis, value-based selling, negotiation techniques, and CRM technologies. The program includes real-life sales scenarios and group work for applied learning.

Prerequisites

Open to all professionals with sales experience or those looking to transition into B2B sales roles.

Who Should Attend

- Sales executives and managers
- Corporate account managers
- Business development and marketing professionals
- Professionals aiming to improve their B2B selling skills
- Entrepreneurs with growth-oriented goals

What You Will Learn

- Understand how corporate buyers make decisions
- Build trust-based, long-term relationships
- Present solutions with ROI-driven value
- Master objection handling and negotiation techniques
- Develop strategic sales plans using CRM tools
- Apply skills in real-world roleplay and group exercises

Outline

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Module 1: Fundamentals of B2B Sales

- B2B vs B2C – key differences
- Structure of the corporate sales cycle

Module 2: Understanding Client Needs

- Techniques for need analysis
- Relationship building and trust creation

Module 3: Value-Based Selling

- ROI-focused sales approach
- Creating customized client solutions

Module 4: Decision-Making Process

- Identifying stakeholders and influencers
- Navigating organizational buying behavior

Module 5: Persuasion & Negotiation

- Persuasive communication
- Win-win negotiation strategies

Module 6: Advanced Sales Strategies

- Consultative selling
- Sales funnel and strategic account planning

Module 7: Market Analysis & Targeting

- Defining ideal client profiles
- Segmentation and positioning

Module 8: Sales Tools & CRM Systems

- Leveraging CRM for sales success
- Automation tools and analytics

Module 9: Practical Exercises & Case Studies

- Sales simulations and roleplays

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- Group workshops and presentations