Advanced Sales Techniques Training

Duration: **2 Day**

BILGINÇ IT Academy
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Overview

The Advanced Sales Techniques training is a specialized program designed to improve the business-to-business (B2B) sales processes of companies. This training equips sales professionals with the skills and strategies necessary to better understand corporate clients' needs, communicate effectively, and build long-term business relationships. B2B sales typically involve longer sales cycles, high-value transactions, and multiple stakeholders in the decision-making process.

This training helps sales representatives think more strategically, perform effectively in complex sales environments, and ultimately contributes to achieving the organization's revenue goals. It is crucial for any organization seeking to gain a competitive edge and maximize sales performance in business markets.

Who Should Attend

- Senior and mid-level managers
- Employees seeking to improve their sales skills
- Anyone with future career goals

What You Will Learn

- Understanding Customer Needs: Gaining in-depth knowledge about customers' business models, challenges, and needs.
- Relationship Management: Techniques for building and maintaining long-term customer relationships.
- Value-Based Selling: Learning to communicate the value of a product or service based on its specific benefits to the customer’s business.
- Understanding Decision-Making Processes: Recognizing the stages and stakeholders involved in the purchasing process.
- Persuasion and Negotiation Skills: Effective persuasion techniques and successful negotiation strategies.
- Complex Sales Strategies: Approaches for success in solution selling and consultative sales processes.
- Market Analysis and Targeting: Strategies for identifying, segmenting, and targeting potential customers.
- Sales Technologies and Tools: Effective use of technologies like CRM (Customer Relationship Management) systems.

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Outline

- **Module 1: Sales Fundamentals**
  - Overview of the sales process
  - Differences between B2B and B2C sales
  - Sales ecosystem and stakeholders
- **Module 2: Understanding Customer Needs**
  - Core needs and challenges of customer businesses
  - Effective needs analysis techniques
  - Building relationships and trust with customer businesses
- **Module 3: Value-Based Selling**
  - Presenting your product or service with a value focus
  - Developing customized solutions for clients
  - Communicating ROI and the value proposition
- **Module 4: Understanding Decision-Making Processes**
  - Stages of decision-making in purchasing processes
  - Identifying decision-makers and influencers
  - Understanding organizational purchasing behavior
- **Module 5: Persuasion and Negotiation Skills**
  - Effective persuasion techniques
  - Win-win strategies in negotiations
  - Managing objections and finding solutions
- **Module 6: Sales Strategies and Methods**
  - Solution selling and consultative approach
  - Strategic account management
  - Sales funnel management and forecasting
- **Module 7: Market Analysis and Targeting**
  - Target market and segmentation strategies

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    - Researching potential clients and profiling
    - Targeting and positioning strategies
- **Module 8: Sales Technologies and Tools**
    - Effective use of CRM systems
    - Sales automation tools
    - Leveraging data analysis and customer insights
- **Module 9: Practical Applications and Case Studies**
    - Role-playing based on sales scenarios
    - Reviewing successful sales strategies
    - Group work and presentations