B2B SALES

Consult

COACH-LED · VIDEO BASED · ALL DEVICES · CERTIFICATE · 6 HOURS

This programme is designed for B2B sales people who must be highly consultative, have longer sales cycles, sell nice-to-have products and services, and must sell on value, not price.

It focuses on getting more out of existing accounts, especially key accounts, as well as looking at the skills necessary to create a need in a customer.

At this level of business-to-business sales, you're looking for those small tweaks to your process and skills that will allow you to exceed your targets.

To further hone these new skills, the RedSeed manager-led coaching loop encourages and requires practice of these techniques with your team member and observation to ensure new behaviours transition into habits.

Who's it for?

- Sales managers.
- Consultative sales representatives.
- Business development representatives.
- Key account managers.

Topics covered

- Keeping a positive mindset.
- Keeping the sales funnel full.
- Qualifying a prospect.
- Understanding customers a bit better.
- Creating a need.
- Recognising body language.
- Refining presentation techniques.
- Handling objections.
- Storytelling to strengthen proposition.
- Negotiating the win-win close.
- Managing time to be more productive.

Optional extras

Customised videos, including an intro from your CEO. Filmed with your people and products. Customised video allows you to demonstrate how to use the techniques and to make it yours!

Learning outcomes

After completing this programme, your team will be able to demonstrate the following behaviours with confidence:

- Identifying target markets, businesses and potential buyers to keep their pipeline full.
- Generating leads.
- Getting the appointment.
- Overcoming call reluctance.
- Setting criteria and identifying a need.
- Targeting the right person within a business.
- Knowing your unique selling proposition.
- Meeting and greeting a new prospect.
- Creating a positive impression using effective communication skills.
- Asking great questions to uncover needs.
- Working within a budget.
- Developing and presenting a winning presentation.
- Managing questions.
- Uncovering objections using the trial close and managing them.
- Identifying buying signals and closing the sale.
- Following up professionally.
- Providing exceptional after-sales service and account management.
- Dealing with customer complaints.