STRATEGIC B2B SALES & BUSINESS-TO-BUSINESS SELLING COURSE

Introduction

The Strategic B2B Sales & Business-to-Business Selling Programme is an advanced professional programme designed to equip sales professionals, business development executives, account managers, commercial leaders and relationship managers with the strategic, analytical and practical capabilities required to win, develop and retain business customers in complex and competitive B2B markets. Business-to-business selling differs significantly from transactional consumer selling. B2B purchases often involve multiple decision-makers, longer sales cycles, formal procurement processes, technical requirements, financial evaluation, contractual considerations and significant commercial risk. This programme provides participants with the tools required to navigate these complex buying environments systematically. The programme moves beyond traditional sales techniques to examine B2B selling as a strategic commercial process. Participants learn how to identify attractive business accounts, conduct account intelligence, understand organizational buying behaviour, map decision-making structures, develop customer-specific value propositions and manage complex sales opportunities. The programme also develops advanced capabilities in consultative selling, solution selling, stakeholder management and value-based selling. Participants learn how to engage different stakeholders—from technical users and procurement teams to finance professionals and senior executives—and build a compelling business case for their solutions. Particular attention is given to B2B negotiation, procurement processes, commercial proposals, tender opportunities, contract discussions and competitive positioning. Participants learn how to protect value while responding effectively to customer price pressures and competitive alternatives. The programme further examines the use of CRM, sales analytics, digital prospecting, social selling and account intelligence to improve B2B sales productivity and pipeline management. Ultimately, the programme

enables organizations to develop a structured B2B sales capability that connects: Market Intelligence → Account Selection → Strategic Prospecting → Stakeholder Engagement → Value Creation → Solution Development → Negotiation → Conversion → Account Growth

Course Objectives

- Explain the strategic characteristics of modern B2B markets and buying processes.
- Develop effective B2B sales strategies aligned with organizational objectives.
- Identify and prioritize high-potential business customers and accounts.
- Conduct systematic B2B prospect and account research.
- Understand organizational buying behaviour and decision-making structures.
- Map B2B stakeholders, buying centers and influencers.
- Apply consultative and solution-based selling techniques.
- Develop compelling B2B value propositions and commercial business cases.
- Manage complex B2B sales pipelines and lengthy sales cycles.
- Apply effective B2B negotiation and procurement-engagement techniques.
- Use CRM, digital prospecting and sales analytics to improve performance.
- Develop strategies for B2B customer retention, account expansion and long-term revenue growth.

Course Modules

> Module 1: B2B Sales Strategy & Commercial Excellence
- Characteristics and dynamics of B2B markets
- Strategic role of B2B sales in organizational growth
- Developing B2B sales strategies and objectives
- Aligning sales, marketing and business development

> Module 2: B2B Market Intelligence & Account Targeting
- B2B market and industry analysis
- Identifying attractive industries and organizations
- Account segmentation and prioritization
- Developing ideal customer profiles

> Module 3: Strategic B2B Prospecting & Lead Generation
- B2B prospect identification and qualification
- Strategic prospecting methodologies

- Referral, networking and relationship-based prospecting
- Digital prospecting and social selling

> Module 4: Organizational Buying Behaviour & Decision-Making
- B2B buying processes and decision journeys
- Organizational buying centres
- Economic buyers, technical users and influencers
- Understanding procurement and approval structures

> Module 5: Consultative & Solution-Based B2B Selling
- Customer discovery and diagnostic questioning
- Identifying business problems and needs
- Solution development and solution positioning
- Consultative engagement with business customers

> Module 6: B2B Value Proposition & Business Case Development
- Developing differentiated B2B value propositions
- Communicating business outcomes and benefits
- ROI, cost-benefit and value analysis
- Developing persuasive commercial business cases

> Module 7: Stakeholder Management & Strategic Account Engagement
- B2B stakeholder mapping and relationship analysis
- Multi-level account engagement
- Executive relationship development
- Building customer trust and strategic partnerships

> Module 8: B2B Negotiation, Procurement & Commercial Contracting
- B2B negotiation principles and strategies
- Managing procurement processes and commercial pressure
- Price, terms, discounts and value negotiation
- Contract discussions and commercial risk considerations

> Module 9: B2B Sales Pipeline, CRM & Performance Management
- Managing complex B2B sales pipelines
- CRM systems and opportunity tracking
- Sales forecasting and conversion management
- B2B sales KPIs and performance dashboards

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> Module 10: B2B Customer Retention, Account Growth & Revenue Expansion

- B2B customer retention and relationship management
- Cross-selling and up-selling opportunities
- Share-of-wallet and account-expansion strategies
- Developing long-term B2B revenue-growth plans