SALES

B2B and Corporate Sales

Structure the B2B path from target account to contract into measurable steps.

10 sessions × 60 minutes · 10 hours · 900 AZN. Prices may change depending on current conditions.

Who is it for

For professionals who want to develop skills in sales and apply their learning at work.

By the end you will be able to

- Map a target account and roles involved in its decision.
- Clarify needs, decision criteria and purchasing process in discovery.
- Document next steps for proposal, negotiation and follow-up.

Practical assignments

- Stakeholder map for one target account.
- Discovery meeting role play with trainer.
- Value case and commercial proposal outline.

Session plan

01 Identifying target companies

02 Finding the decision-maker

03 First contact

04 Securing a meeting

05 Discovery meeting

06 Identifying needs

07 Commercial proposal

08 Price negotiation

09 Follow-up system

10 Sales process leading to a contract

Final practical output

Contact, discovery, proposal and follow-up plan for a chosen B2B account.

Assessment and feedback

The plan is reviewed for account fit, decision map, evidence of need and agreed next action.

Training format

Live online via Zoom / Google Meet. 1 participant + 1 trainer. Schedule agreed together.

Contact and enrolment

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