SALES

Corporate B2B sales training

Meeting with the decision maker, needs analysis, commercial proposal, negotiation and follow-up for B2B sales professionals. Group program and individual online option.

550 AZN · Prices may change depending on current conditions.

Who is it for

Entrepreneurs · Sales managers · B2B sales professionals · Aspiring corporate sales professionals

Session plan

01 Introduction and key differences in B2B sales

- What is corporate sales?
- Differences between B2B and B2C

02 B2B customer profile

- Decision-makers and influencers
- Customer structure

03 Key B2B strategies

- Value-based selling
- Long-term approach

04 B2B sales tools

- CRM and follow-up tools
- Meeting scheduling

05 B2B sales process and stages

- From initial contact to contract
- Process systematization

06 Preparation for B2B meetings

- Meeting strategy
- Questioning and needs analysis

07 Sales conversations

- Price and terms
- Handling objections

08 Preparing the commercial proposal

- Structure and content
- Value proposition

09 Presenting the proposal

- Presentation skills
- Impactful presentation

10 Negotiation practice and role-playing

- Real-life scenarios
- Feedback

11 Post-proposal stage Follow-up

- Follow-up system
- Customer retention

12 Final test and evaluation of results

- Post-test
- Personal development plan

Contact and enrolment

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