

Business-To-Business (B2B) Professional Sales: Introduction to Fundamental B2B Sales Activities







This is a two-day seminar that covers the critical sales activities that all B2B professional salespeople must do to maximize their sales effectiveness. The target audience for this training is sales- people or sales teams who sell to businesses that follow the formal buying process with multiple people involved at different stages of the process.

Participants are asked to bring real sales opportunities they are pursuing as they will start applying at the seminar the B2B Professional Sales Processes and Tools.

Seminar Content	
Day 1	Day 2
<input checked="" type="checkbox"/> Introduction to Fundamental B2B Sales Activities	<input checked="" type="checkbox"/> Presenting Powerful Proposals
<input checked="" type="checkbox"/> Relationship Management: What It Takes to Be a Trusted Advisor	<input checked="" type="checkbox"/> Sales Call Role-play
<input checked="" type="checkbox"/> Power Prospecting Techniques	<input checked="" type="checkbox"/> Effective Follow-up Win or Lose
<input checked="" type="checkbox"/> Identifying and Qualifying Opportunities	<input checked="" type="checkbox"/> Introduction to Pipeline, Account, and Territory Management
<input checked="" type="checkbox"/> Tools to Plan and Execute a Sales Strategy	<input checked="" type="checkbox"/> Feedback
<input checked="" type="checkbox"/> Sales Call Skills and Tools	<input checked="" type="checkbox"/> Graduation Ceremony
<input checked="" type="checkbox"/> Handling Common Customer Objections	
<input checked="" type="checkbox"/> Evening Sales Call Role-play Preparation	



Location	Dates	Venue	Contact
Singapore	4-5 SEP, 2017	Royal Plaza on Scotts, 25 Scotts Road, Singapore 228220	Tel : +(65) 6737 7966
Malaysia	6-7 SEP, 2017	Swiss Garden Hotel, 117, Jalan Pudu, 55100 Kuala Lumpur, Malaysia	Tel : +(603) 2785 1216

Seminar Materials	Event Logistics
 Hard copy of all materials presented and used in the seminar	 Timing
 Digital format of all materials presented and used in the seminar	Doors Open: 8:00 AM; Programme: 8:30 AM - 5:00 PM
 Certificate of completion at the end of the seminar	Seminar fees is inclusive of refreshments, lunch and workshop materials.
Please refer to the event web page for more information on Course Fee, Logistics and Contact Info.	

What graduates of the B2B Professional Sales Seminar have to say?



The bonus were the forms and materials we got; took it from meeting to exceeding expectations. I'd already heard the trainer was excellent, so my expectations were very high!

John, Stavanger

The ability to discuss specific issues I have in sales and tailoring it to help me improve was excellent!

Mohamed, Dubai



And again thanks for your outstanding training! From my natural rejection to any activity that involves sales, now I understand that with a 'method' and 'effort,' it is possible for an engineer to become a sales engineer and contribute to my company's success.

Suci, Kuala Lumpur

To be trained by the man who wrote the book! Outstanding. I do feel fortunate to have had this training and much better prepared to do my job

Dmitriy, Moscow

