

Strategic B2B Selling

Business to business sales requires a combination of strategic and tactical skills. Strategic skills help sales professionals identify and influence all their client's stakeholders in the decision making process. The tactical skills help them in the client relationship building and communication process.

Our strategic B2B sales training model empowers participants to win business because they'll identify and influence all the relevant people. It helps them to develop enduring and profitable relationships with clients because they'll know how to look out for their client's interests.

Audience

This program is designed for sales people who sell to organisations where multiple people influence purchasing decisions.

Outcomes

Learn how to:

- Understand the buying process
- Identify all purchasing decision influencers
- Develop consultative relationships with clients
- Recognise strategic threats and opportunities
- Influence key decision makers
- Identify and address influencers' interests
- Negotiate win-win solutions.

Tailored group training - in-house or through virtual workshops

Ask us how we will tailor this program to your organisation or team.

Benefits are that we tailor the:

- *Content* to suit your organisation's needs.
- *Delivery* to reflect your procedures, values, examples and terminology, which encourages participants to apply their new skills in their roles.
- *Duration* to suit the availability of your team members and your budget.

Tailoring is mostly for free and always economical as costs are based on a per day delivery and not per participant.

Request a quote

Please call 1300 655 098 to ask us how we can tailor a program to your needs.

Alternatively, email us at info@icml.com.au or start a 'chat' on our website icml.com.au/.

Virtual Workshops

We deliver programs in interactive, live online workshops, accessible from a device anywhere.

Highly impactful learning

- Replicating face-to-face workshop experiences through conferencing technology.
- Using extra features for engagement: polls, quizzes, chat, electronic whiteboard.
- Learning in multiple shorter bursts – allowing practice between sessions.

Benefits of virtual workshops

- Attend the training from the comfort of home or personal workstation.
- No travel time or expenses.
- Multiple short sessions – less impact on work.

Simple access

- You need: a device with camera and a quiet place.
- No software needed.
- Click on a link to gain access.
- Works on any personal device and most corporate systems.

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