ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



SALES AND CUSTOMER SERVICE

Strategic B2B Selling

Build the strategic selling skills to win and grow complex B2B accounts.

WHO IT'S FOR

Sales professionals who sell to organisations with several decision makers.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Understand how your business customers buy
- Identify everyone who influences a purchasing decision
- Build consultative relationships with key stakeholders
- Spot strategic threats and opportunities in an account
- Influence decision makers by addressing their interests
- Negotiate win-win outcomes that grow the account

ABOUT THIS PROGRAM

Winning a business customer rarely depends on one person. Buying decisions involve several stakeholders, long timelines and competing priorities, and a good pitch to one contact is not enough. Our B2B sales training helps sales professionals understand the buying process, map everyone who influences the decision and build consultative relationships. Participants practise influencing key decision makers, spotting threats and opportunities early and negotiating win-win outcomes, using accounts and scenarios from your own market.

Tailored to your organisation

We build in your products and services, sales cycle, buyer types and account planning approach, along with the language your sellers and customers use, so the learning fits how your organisation sells.

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Justine was absolutely lovely! The training was fun and informative and I feel like I learnt a lot!

Royal Victorian Eye and Ear Hospital – Victoria

Talk to us about this program

1300 655 098 · info@icml.com.au

Enquire online