

Complex Selling Workshop

Overview

In the majority of situations, selling in a B2B environment is complex. Multiple influencers on the final decision to buy must be clearly identified and treated accordingly. As soon as the commercial team has influenced each of them towards a specific objective, the sale has greater chances to happen. In other words, as long as key influencers on the final decision are in situations jeopardizing the sale, prior actions must be taken before stepping into a closing moment. Those situations must be clearly identified, studied and prepared.

Purpose

This workshop is designed to provide commercial representatives the necessary tools in order to prepare and influence key influencers at the customer side for increasing chances of success.

Workshop Topics

- What is the environment you are operating in and who are the customers?
- Who are the key influencers on the client side?
- What is their operational role?
- What is their key role in the sales process (this process is being defined in the Benefits Selling Workshop)?
- What is their level of influence on the final buying decision?
- What is their situation regarding the case we are trying to sell?
- How are we going to strategically plan our next actions for more success?
- How can we, as a sales / commercial team obtain a clear visual understanding of the client's situation?

Who should participate

Anyone directly or indirectly involved in the "sales" process: Sales reps, Account Managers, Sales Managers, Etc.... in a B2B environment.

Methods

Participants learn through a combination of theory, discussion and interactive activities.

Workshop length

It is recommended that participants attend the one-day version of this workshop. Prior to this workshop, the Benefit Selling Workshop must be followed.