



## PURPOSE

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.

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.

# Selling in Complex Environments

STANDARD AGENDA (Most agenda's are adapted to your specific situation)

- What is the environment you are operating in 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?