BLACKBIRD FOR TRAINING

B2B Sales Excellence

Amman (Jordan)

28 March - 1 April 2027

B2B Sales Excellence

Code: CC32 From: 28 March - 1 April 2027 City: Amman (Jordan) Fees: 4200 Pound

Introduction

The B2B Sales Excellence course is a structured training program designed to strengthen the strategic, consultative, and analytical skills needed to succeed in complex business-to-business sales environments.

In B2B sales, success depends on more than presenting products or following up with prospects. It requires a clear understanding of the B2B sales cycle, organizational buying behavior, stakeholder influence, opportunity qualification, consultative selling, negotiation, CRM discipline, and account growth. Sales professionals must be able to identify high-value opportunities, build trust with enterprise clients, manage multi-stakeholder accounts, and convert opportunities into sustainable revenue.

This five-day course focuses on practical B2B sales excellence by covering value-based selling, prospecting, lead generation, consultative selling, needs analysis, negotiation, closing strategies, key account management, CRM, pipeline management, sales forecasting, and performance analytics.

The program combines structured sales frameworks with practical application to help participants improve conversion rates, strengthen client relationships, manage complex deals, and develop disciplined sales execution habits that support long-term business growth.

Course Objectives

By the end of this course, participants will be able to:

- Understand the end-to-end B2B sales cycle and key decision-making structures.
- Differentiate between B2B and B2C sales dynamics.
- Analyze organizational buying behavior and decision units.
- Map stakeholders, influence networks, and decision-makers in complex accounts.
- Identify and qualify high-value business opportunities effectively.
- Develop an Ideal Customer Profile to guide prospecting and targeting.
- Apply lead generation strategies using inbound and outbound approaches.
- Use qualification frameworks such as BANT and MEDDIC to evaluate opportunities.
- Apply consultative selling techniques to uncover complex client needs.
- Build stronger trust and credibility with enterprise clients.
- Handle objections through structured reasoning and value articulation.
- Improve negotiation outcomes through value-based negotiation.
- Apply closing techniques for complex deals.
- Use CRM and sales analytics to manage pipeline performance.
- Develop structured account management and sales action plans.

Course Outlines

Day 1: Foundations of B2B Sales Excellence

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- Understanding the meaning and importance of B2B sales excellence.
- Comparing B2B and B2C sales dynamics and key differences.
- Understanding organizational buying behavior in business markets.
- Identifying decision units, decision-makers, influencers, users, and approvers.
- Mapping stakeholders and influence networks within complex accounts.
- Introducing value-based selling fundamentals.
- Building a high-performance sales mindset focused on discipline and results.
- Understanding how trust, credibility, and business insight shape B2B sales outcomes.
- Reviewing common challenges in complex business-to-business sales environments.
- Practical discussion on how strong sales execution supports sustainable revenue growth.

Day 2: Prospecting and Opportunity Identification

- Developing an ideal customer profile to focus sales efforts.
- Identifying high-value prospects based on sector, need, size, readiness, and business fit.
- Applying lead generation strategies through inbound and outbound channels.
- Using cold outreach and business engagement techniques to open new conversations.
- Understanding how to qualify early-stage opportunities.
- Applying BANT and MEDDIC qualification frameworks at an introductory level.
- Prioritizing opportunities based on value, probability, urgency, and strategic fit.
- Building a stronger pipeline creation process.
- Managing opportunity prioritization to avoid low-value or weak-fit prospects.
- Practical exercise on building a prospecting and opportunity qualification plan.

Day 3: Consultative Selling and Needs Analysis

- Understanding consultative selling as a method for complex client needs.
- Using discovery questioning techniques to uncover business priorities.
- Identifying explicit customer needs and latent customer needs.
- Analyzing client pain points, goals, risks, and decision drivers.
- Positioning solutions based on value, not only product features.
- Developing clear value articulation for enterprise clients.
- Handling objections through structured reasoning and evidence.
- Building trust and credibility during sales conversations.
- Improving client conversations through listening, probing, and business relevance.
- Practical role-play on conducting a needs analysis meeting with a business client.

Day 4: Negotiation and Closing Strategies

- Understanding the principles of value-based negotiation.
- Preparing for negotiation by defining objectives, limits, concessions, and value points.
- Managing pricing strategy and discount control.
- Handling procurement pressure and multi-stakeholder resistance.
- Responding to objections related to price, timing, risk, and competitor offers.
- Applying closing techniques for complex deals.
- Securing commitment through clear next steps and decision alignment.
- Structuring contracts in a way that supports commercial value and client confidence.
- Managing negotiation without weakening long-term relationship quality.
- Practical case activity on negotiating and closing a complex B2B opportunity.

Day 5: Account Growth, CRM, and Sales Performance

- Understanding key account management principles.
- Building account growth plans for strategic clients.
- Identifying account expansion and cross-selling opportunities.
- Strengthening long-term client relationships through structured account reviews.
- Applying CRM discipline to improve visibility, follow-up, and pipeline accuracy.
- Managing sales pipeline stages and deal movement.
- Using sales forecasting to improve planning and performance expectations.
- Applying performance analytics to track conversion, activity quality, and revenue growth.
- Setting personal sales KPIs and action priorities.
- Final workshop on developing a personal B2B sales action plan.

Why Attend This Course: Wins & Losses!

- Build stronger capability in B2B sales excellence.
- Understand the full B2B sales cycle from prospecting to closing.
- Improve opportunity qualification using BANT and MEDDIC concepts.
- Strengthen consultative selling skills for complex client needs.
- Build stronger stakeholder mapping and influence management skills.
- Improve value-based selling and solution positioning.
- Increase conversion rates through better pipeline discipline.
- Improve negotiation outcomes and closing confidence.
- Strengthen CRM usage and sales analytics practices.
- Build better key account management and account expansion plans.
- Improve sales forecasting and performance tracking.
- Support sustainable revenue growth through disciplined sales execution.

Conclusion

The B2B Sales Excellence course provides a practical framework for improving sales performance in complex business-to-business environments.

The course begins with the foundations of B2B sales, organizational buying behavior, stakeholder mapping, and value-based selling. It then moves into prospecting, Ideal Customer Profile development, lead generation, opportunity qualification, and pipeline creation. Participants then develop consultative selling skills, needs analysis techniques, objection handling, negotiation, closing strategies, and contract commitment approaches.

The final day focuses on key account management, account expansion, CRM discipline, pipeline management, sales forecasting, performance analytics, KPI setting, and personal sales action planning.

By the end of the program, participants will be better prepared to identify high-value opportunities, manage complex B2B sales cycles, build stronger client relationships, improve negotiation and close rates, and use CRM and sales analytics to drive consistent revenue growth.

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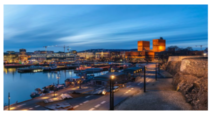
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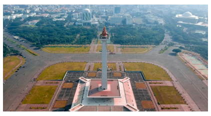
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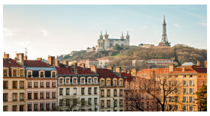
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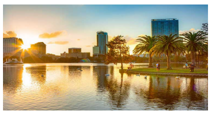
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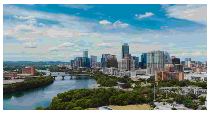
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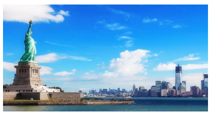
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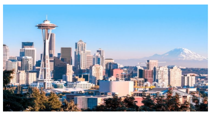
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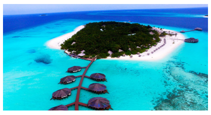
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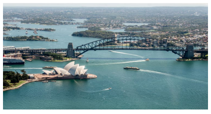
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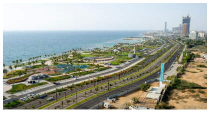
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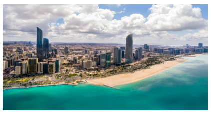
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