



## **B2B Sales and Customer centricity by Coach Guru**

Workshop Format (8 hours X 1 day program)

### ***The Workshop:***

Do you sell your products and services to other companies? Do your products and services support your client organisation to achieve its revenue and other goals? If yes, you are involved in B2B Sales and Customer Service. And this workshop is for you.

In today's world of the internet, digital connectivity and easy information access, the Marketing and Sales touch points and engagement processes are undergoing major changes. This workshop supports you to understand and embrace these changes.

This workshop is all about the participants learning to optimise one's B2B Marketing and Sales ability and achieve higher business and profits in today's commercial environment.

### ***Objective / Outcome:***

Post workshop, participants should be able to:

- Gain a deep understanding of the B2B Marketing and Sales process
- Use B2B Selling skills relevant for the times.
- Ability to build long term customer relationships to optimise business, profits and lead conversions.
- Learn how to negotiate effectively.



### ***Pedagogy:***

The workshop is designed to be an experiential one with each session learning linked to activities. It consists of 9 sessions totaling to 8 hours over 1 day. Post workshop, once a month ‘one to one’ executive coaching sessions would be available to each participant over 2 months to support them in their “B2B Sales and Customer Centricity” journey.

### ***Who should attend:***

This course is ideal for anyone seeking to improve competence in B2B Marketing, Sales and customer handling.

- Business Managers
- Marketing, Sales, Customer Service professionals.

### ***Session-Wise plan:***

Session 1 : Your *Handshake* with Marketing versus Sales in the 21<sup>st</sup> Century. The shifting engagements

Ice Breaker Session: *Sales Activity....*

Session 2 : Understanding B2B Marketing and Sales

- (1) What is B2B Marketing and Sales?
- (2) Business versus Consumer customer

- (3) A deep dive into B2B Marketing and Sales concepts.
- (4) Nature of B2B Buying & the buying behaviour.
- (5) How do you increase your B2B Lead Conversion rate?
- (6) The ultimate B2B Sales funnel: How to build and optimise it?



#### Activities

- 1) Sales Stamina
- 2) The Grab Bag
- 3) When you were a customer
- 4) Role Play

#### Session 3: The Seller in You....

- (1) The Selling types. Which type of a Seller are you?
- (2) Marketing versus Sales orientation
- (3) Sales & Marketing interactions

#### Activities

- 1) Your Order please.....
- 2) Role Play

#### Session 4: How do you use Selling Skills applicable to Ad. Sales ?

- (1) *'Curiosity does not kill the cat!'* – 5 keys to Sales Success
- (2) How to avoid common selling mistakes.
- (3) Rapport = Results. Strategies to build rapport.
- (4) Are you selling solutions or outcomes?
- (5) How to overcome Ad. Sales objections?
- (6) 4 ways to improve your relevance in Ad. Sales.
- (7) Effective Closing techniques.

## Activities

- 1) Selling to William Shakespeare.
- 2) Pitch Scattogories
- 3) Both Sides of Change
- 4) Role Play- *Closing a deal.*



## Session 5: Communication Jungle - Understanding different communication styles

- (1) Developing Effective Communication Skills
- (2) Non-verbal Communication Skills - Key Body Language Aspects, Physical Distance
- (3) Verbal Communication Skills - Choice of Words, Tone of Voice, Energy, Pace.
- (4) “It’s not what you say” – Leveraging communication for more effective customer interactions

## Activities

- 1) Active versus Passive Communication.
- 2) Say what you mean – Mean what you say!

## Session 6: Establishing Customer Needs and providing Solutions

- (1) Are you selling solutions or outcomes?
- (2) The art of Questioning.
- (3) Active Listening –and taking notes
- (4) How do you develop a ‘Solution-centric’ mindset?

## Activities:

- 1) *‘What have I got in my pocket?’*
- 2) Transformations and their impact : A Reality Check
- 3) Probing the mind of a customer

## Session 7 : Building Customer relationships

- (1) Relationship triangle – trust and loyalty
- (2) Drivers of Customer loyalty
- (3) *What differentiates us from our competitors?*
- (4) Identifying ways to add value and exceed customer expectations
- (5) Following up
- (6) How to transform quality of sales: Credit versus cash?

#### Activities

- 1) Unification



#### Session 8 : “Getting to YES” – The Negotiation process

- (1) How to *not bargain* over positions?
- (2) How to separate people from the problem?
- (3) How to focus on interests, not positions?
- (4) How to invent options for mutual gain?
- (5) How to insist on using objective criteria?
- (6) How to develop your *BATNA*?
- (7) How to use negotiation *JUIJITSU*?
- (8) How to tame the hard bargainer?

#### Activities

- (1) The Rupees 20 game

#### Closing Session

- (1) How do you apply the learning and the next steps?
- (2) Course Feedback

\*\*\*\*

