

B2B Sales & Solution Selling

Professional Training Course

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

In complex business-to-business markets, successful selling requires far more than product knowledge and persuasive presentations. High-performing sales professionals must understand customer priorities, diagnose business challenges, engage multiple decision-makers, communicate measurable value, and develop solutions that address strategic and operational needs.

B2B Sales & Solution Selling is a comprehensive professional training program designed to strengthen the commercial capabilities required to manage complex sales cycles, develop strategic customer relationships, build compelling business cases, and convert opportunities into sustainable revenue.

The course provides participants with a practical framework for identifying high-value opportunities, understanding customer needs, navigating organizational buying processes, developing tailored solutions, managing objections, negotiating value, and progressing opportunities toward successful closure.

For government suppliers, large corporations, professional service providers, technology companies, industrial organizations, and executive sales teams, the program offers a powerful executive-level value proposition: the ability to move from transactional selling to strategic, value-based engagement that strengthens customer trust, improves sales effectiveness, increases opportunity quality, and supports long-term commercial growth.

Course Objectives

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

- Understand the principles of modern business-to-business sales.
- Apply a structured solution selling approach to complex sales opportunities.
- Identify high-potential customers and commercial opportunities.
- Understand customer organizations, stakeholders, and buying processes.
- Diagnose business challenges before presenting solutions.

- Conduct effective customer discovery conversations.
- Develop strategic questions that uncover customer priorities.
- Translate products and services into measurable customer value.
- Build strong value propositions and business cases.
- Manage multiple stakeholders and decision-makers.
- Navigate long and complex sales cycles.
- Respond professionally to objections and customer concerns.
- Strengthen negotiation and commercial positioning.
- Improve opportunity management and forecasting discipline.
- Develop strategic account and sales action plans.

Course Content

Day 1: Modern B2B Sales Strategy and Complex Buying Environments

- Understanding the changing business-to-business sales environment.
- The difference between transactional and solution-based selling.
- The strategic role of professional sales in organizational growth.
- Understanding complex customer buying behavior.
- Identifying customer needs, risks, priorities, and expectations.
- Understanding formal and informal decision-making processes.
- Mapping customer organizations and stakeholder influence.
- Identifying decision-makers, influencers, users, and gatekeepers.
- Understanding different stakeholder priorities.
- Evaluating the quality and potential of sales opportunities.
- Prioritizing accounts and opportunities.
- Understanding the complete business-to-business sales cycle.
- Practical exercise: analyzing a complex sales opportunity.

Day 2: Customer Discovery and Consultative Sales Conversations

- Preparing strategically for customer meetings.
- Conducting effective customer research.
- Understanding the customer's organization, market, and operating environment.
- Moving from product-focused conversations to customer-focused discussions.
- Developing powerful discovery questions.
- Identifying explicit and hidden customer needs.
- Exploring business problems and their consequences.
- Understanding customer priorities and desired outcomes.
- Identifying operational, financial, and strategic challenges.
- Improving active listening and questioning skills.
- Recognizing customer signals and decision criteria.
- Building credibility during discovery conversations.
- Documenting and validating customer needs.
- Workshop: conducting a structured customer discovery meeting.

Day 3: Solution Development, Value Proposition, and Business Case Creation

- Translating customer needs into solution requirements.
- Moving from product features to customer value.
- Designing customer-focused solutions.
- Connecting capabilities with business outcomes.
- Developing differentiated value propositions.
- Communicating financial, operational, and strategic value.
- Quantifying the impact of customer problems.
- Demonstrating the value of proposed solutions.
- Developing compelling business cases.
- Differentiating solutions from competitors.
- Presenting solutions to multiple stakeholders.
- Adapting messages to different decision-makers.

- Avoiding excessive product-focused presentations.
- Workshop: developing and presenting a solution-based value proposition.

Day 4: Objection Management, Negotiation, and Opportunity Advancement

- Understanding why customers raise objections.
- Distinguishing concerns, conditions, and genuine objections.
- Responding professionally to price objections.
- Managing concerns related to risk, timing, implementation, and competition.
- Using questions to clarify customer concerns.
- Protecting value during commercial discussions.
- Understanding negotiation priorities.
- Preparing for business-to-business sales negotiations.
- Managing concessions effectively.
- Avoiding unnecessary price reductions.
- Strengthening negotiation positions through value.
- Identifying commitments and next steps.
- Recognizing stalled opportunities.
- Re-engaging customers and advancing complex deals.
- Practical exercise: managing objections and negotiating a complex opportunity.

Day 5: Closing Complex Sales and Building Strategic Customer Relationships

- Understanding modern approaches to closing complex sales.
- Recognizing customer readiness and buying signals.
- Confirming stakeholder alignment.
- Identifying unresolved risks before commitment.
- Developing effective closing strategies.
- Managing final-stage decision processes.
- Creating clear mutual action plans.

- Strengthening opportunity management discipline.
- Improving sales forecasting accuracy.
- Managing post-sale expectations.
- Supporting implementation and customer success.
- Expanding existing customer relationships.
- Identifying opportunities for additional value.
- Building long-term strategic customer partnerships.
- Developing a practical business-to-business sales improvement roadmap.
- Final workshop: presenting a complete solution selling strategy.

Target Audience

This course is designed for professionals responsible for business development, complex sales, strategic accounts, customer relationships, and revenue growth, including:

- Business-to-business sales professionals.
- Sales managers and team leaders.
- Business development managers.
- Key account managers.
- Strategic account managers.
- Commercial managers.
- Solution sales professionals.
- Technical sales professionals.
- Consultants and professional service providers.
- Relationship managers.
- Bid and proposal professionals.
- Customer engagement professionals.
- Sales engineers.
- Regional and country sales managers.
- Executives responsible for commercial growth.

Course Requirements

No advanced technical background is required. Participants are encouraged to bring examples of real sales opportunities, customer challenges, account plans, proposals, or current commercial priorities from their organizations.

A basic understanding of sales, customer relationships, business development, account management, or commercial operations will support participation in practical exercises and workshops.

Training Methodology

The course uses an interactive and application-focused methodology designed to connect strategic sales concepts with real-world customer engagement and commercial implementation.

The training methodology includes:

- Expert-led presentations and strategic discussions.
- Real-world business-to-business sales examples.
- Customer research exercises.
- Stakeholder mapping activities.
- Discovery conversation simulations.
- Questioning and active listening exercises.
- Value proposition development.
- Business case creation.
- Objection-handling practice.
- Negotiation simulations.
- Opportunity review exercises.
- Practical case studies.
- Role-playing activities.
- Sales action planning and presentations.

Participants will continuously apply course concepts to realistic sales situations, enabling them to leave the program with practical tools, structured sales frameworks, and implementation approaches that can be used

directly within their organizations.

Learning Outcomes

Upon successful completion of the course, participants will be able to:

- Apply a structured approach to complex business-to-business sales.
- Identify and prioritize high-value sales opportunities.
- Understand customer organizations and decision-making structures.
- Conduct effective customer discovery meetings.
- Diagnose customer needs and business challenges.
- Develop customer-focused solutions.
- Build compelling value propositions.
- Quantify and communicate customer value.
- Create persuasive business cases.
- Manage multiple stakeholders.
- Navigate complex and extended sales cycles.
- Respond effectively to objections.
- Protect value during negotiations.
- Improve opportunity management and forecasting.
- Strengthen long-term strategic customer relationships.

Instructor Profile

The course is delivered by an internationally certified expert with extensive practical and consulting experience.

The instructor brings deep expertise in business-to-business sales, solution selling, consultative selling, strategic account management, customer engagement, negotiation, business development, value proposition design, and complex opportunity management. The training approach combines executive-level strategic insight with practical tools, real-world applications, and implementation methods suitable for government suppliers, large corporations, professional service firms, industrial organizations, and executive sales teams.

Contact Us

For registration inquiries, upcoming dates, or group pricing, please contact us:

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