

COURSE BROCHURE

B2B Sales Strategy & Negotiation

Professional Training Course

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

B2B Sales Strategy & Negotiation is a premium executive training program designed to help organizations strengthen business-to-business sales performance, manage complex buying processes, and negotiate high-value agreements with strategic confidence. In today's competitive corporate and institutional environment, successful B2B sales requires more than persuasive communication; it demands market intelligence, stakeholder mapping, consultative selling, value-based positioning, disciplined pipeline management, and advanced negotiation capability.

This course is designed for large corporations, government-linked entities, ministries, public sector organizations, business development teams, commercial departments, and executive professionals responsible for strategic sales, institutional partnerships, procurement engagement, account growth, and revenue generation. It provides participants with practical tools to identify high-potential opportunities, understand organizational buying behavior, build persuasive value propositions, manage multi-stakeholder relationships, and negotiate agreements that protect value while strengthening long-term client relationships.

The executive-level value proposition of this program lies in helping organizations transform B2B sales from transactional deal-making into a strategic growth discipline. Participants will learn how to approach complex clients, influence decision-makers, improve proposal quality, manage negotiation dynamics, increase win rates, and build sustainable commercial relationships that deliver measurable business and institutional impact.

Course Objectives

By the end of this B2B Sales Strategy & Negotiation course, participants will be able to:

- Understand the strategic role of B2B sales in revenue growth, institutional partnerships, and market expansion.
- Analyze complex B2B buying processes, procurement structures, decision committees, and stakeholder priorities.
- Develop effective B2B sales strategies aligned with organizational goals and client value drivers.
- Build consultative selling conversations based on business needs, strategic outcomes, and measurable value.

- Improve proposal development, opportunity management, and sales pipeline discipline.
- Translate B2B sales and negotiation strategies into practical action plans for real-world implementation.

Course Content: 5-Day Training Outline

Day 1: Strategic B2B Sales Foundations and Market Opportunity

- The role of B2B sales in modern corporate and institutional growth.
- Understanding the difference between B2B sales, transactional selling, and strategic solution selling.
- Key characteristics of complex B2B sales environments.
- B2B sales in large corporations, public sector entities, government-linked organizations, and institutional markets.
- Aligning sales strategy with organizational goals, market priorities, and commercial objectives.
- Identifying market opportunities, strategic accounts, and high-potential sectors.
- Understanding customer value drivers in B2B decision-making.
- Building a disciplined approach to opportunity selection and sales focus.
- Practical exercise: assessing B2B sales opportunities and strategic sales priorities.

Day 2: B2B Buyer Behavior, Stakeholder Mapping, and Opportunity Qualification

- Understanding organizational buying behavior and complex decision-making processes.
- Identifying decision-makers, influencers, technical evaluators, procurement teams, users, and executive sponsors.
- Mapping stakeholder interests, power, influence, objections, and decision criteria.
- Understanding procurement cycles, tender processes, vendor evaluation, and approval structures.
- Analyzing client needs, business challenges, operational pressures, and strategic priorities.
- Qualifying opportunities based on value, urgency, fit, access, competition, and probability of success.
- Identifying hidden risks, internal blockers, and competitive threats.
- Building stronger client intelligence for improved sales planning.
- Practical exercise: developing a stakeholder map and opportunity qualification profile.

Day 3: Consultative Selling, Value Proposition, and Proposal Strategy

- Applying consultative selling principles in complex B2B environments.

compliance, or service excellence.

- Developing persuasive proposals that connect client needs with clear value.
- Structuring executive presentations for senior decision-makers.
- Handling objections, competitive comparisons, and client hesitation professionally.
- Practical exercise: preparing a value-based sales proposal and executive client conversation.

Day 4: Advanced B2B Negotiation Strategy and Value Protection

- Understanding negotiation dynamics in complex B2B sales.
- Preparing for negotiation through objectives, priorities, alternatives, interests, and decision factors.
- Managing price discussions without weakening perceived value.
- Handling concessions strategically while protecting profitability and relationship quality.
- Negotiating scope, timelines, payment terms, service levels, risk allocation, and contract expectations.
- Dealing with procurement pressure, last-minute objections, and competitive leverage.
- Building win-win agreements that balance commercial results and long-term partnership.
- Managing negotiation communication with confidence, clarity, and professionalism.
- Practical exercise: conducting a B2B negotiation simulation for a high-value opportunity.

Day 5: Pipeline Management, Sales Performance, and Implementation Roadmap

- Managing the B2B sales pipeline with visibility, discipline, and accountability.
- Improving opportunity tracking, forecasting accuracy, and deal progression.
- Key B2B sales performance indicators for executives and commercial leaders.
- Measuring conversion rates, proposal success, deal value, sales cycle length, client retention, and account growth.
- Coordinating sales, marketing, technical, finance, legal, operations, and leadership teams during complex sales cycles.
- Managing post-sale relationship handover and long-term account development.
- Building governance for sales reviews, opportunity decisions, proposal quality, and negotiation approvals.
- Creating a practical roadmap for improving B2B sales strategy and negotiation performance.
- Final practical exercise: presenting a B2B sales strategy and negotiation action plan.

Target Audience

sales managers and sales directors.

- Business development managers and commercial leaders.
- Key account managers and strategic account managers.
- Client relationship managers and partnership professionals.
- Proposal and tender management professionals.
- Procurement-facing sales teams and institutional sales teams.
- Marketing and sales coordination teams.
- Executives responsible for revenue growth and market expansion.
- Government-linked commercial teams and public sector business units.
- Professionals seeking advanced capabilities in B2B sales strategy and negotiation.

Course Requirements

Participants do not need advanced technical expertise to attend this program. However, it is recommended that they have:

- Basic understanding of sales, business development, account management, commercial operations, or customer relationship management.
- Professional involvement in B2B sales, proposals, client engagement, partnerships, procurement interactions, or negotiation.
- Interest in improving sales performance, negotiation confidence, customer acquisition, and strategic relationship management.
- Readiness to participate in discussions, case studies, role plays, and practical planning exercises.
- Ability to connect course concepts with real sales opportunities, client challenges, stakeholder dynamics, and organizational objectives.

Training Methodology

The training methodology combines executive-level sales strategy, practical negotiation tools, and real-world B2B implementation. The course is designed to help participants move from understanding B2B sales concepts to applying structured sales and negotiation practices in complex corporate, governmental, public sector, and institutional environments.

The methodology includes:

- Practical exercises in stakeholder mapping, opportunity qualification, proposal development, and negotiation preparation.
- Role plays covering client discovery conversations, objection handling, executive presentations, and high-value negotiations.
- Group discussions on procurement pressure, competitive positioning, value protection, and strategic relationship development.
- Templates for opportunity qualification, stakeholder maps, sales proposals, negotiation planning, and pipeline reviews.
- Peer learning and guided reflection to strengthen commercial judgment and executive communication.
- Final implementation planning to support workplace application after the course.

Learning Outcomes

Upon successful completion of this B2B Sales Strategy & Negotiation training program, participants will be able to:

- Develop structured B2B sales strategies aligned with market opportunities and organizational priorities.
- Analyze complex buying processes and understand the roles of decision-makers, influencers, and procurement teams.
- Qualify sales opportunities more effectively and focus resources on high-value prospects.
- Build persuasive value propositions that connect solutions with client priorities and measurable outcomes.
- Conduct consultative sales conversations with confidence and strategic relevance.
- Prepare stronger proposals and executive presentations for institutional and corporate clients.
- Manage negotiation dynamics professionally while protecting value, profitability, and relationship quality.
- Improve sales pipeline discipline, forecasting, opportunity progression, and performance reporting.
- Strengthen internal coordination during complex sales and negotiation cycles.
- Prepare a practical B2B sales strategy and negotiation roadmap for real-world implementation.

Instructor Profile

This course is delivered by an internationally certified expert with extensive practical and consulting experience. The instructor brings strong expertise in B2B sales strategy, consultative selling, key account management, strategic negotiation, business development, proposal strategy, stakeholder engagement, procurement-facing

Contact Us

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

Website

www.skillslab-training.com

Email

info@skillslab-training.com

WhatsApp

+966 559 653 447

Generated by Skillslab Training

info@skillslab-training.com | WhatsApp: +966 559 653 447

www.skillslab-training.com