



Strategic Selling & Value Propositions for Business to Business (B2B) Companies

A Strategic Approach to Selling, is the Best Way to Win Business and Protect Profit Margins

► Upcoming Sessions

23-27 Sep 2024	London - UK	\$5,950
17-21 Feb 2025	London - UK	\$5,950
26-30 May 2025	Dubai - UAE	\$5,950
22-26 Sep 2025	London - UK	\$5,950

► Training Details

Training Course Overview

Are you having to lower your prices in order to win business? If so, this is the ideal course for you. It will help you to break the cycle of reducing margins and help you to offer superior value that customers are prepared to pay for.

The examples used on the course are real-life examples taken from B2B companies that were previously under severe price pressure, but are now able to charge a premium for their products and services.

Learn how you can also shift your position and sell successfully, even when competitors offer lower prices, by adopting strategic selling and delivering compelling new value propositions.

Training Course Objectives

By attending this Anderson training course, delegates will be able to:

- ▶ Create a consistent sales strategy
- ▶ Design stronger value-propositions that overcome price competition
- ▶ Gain support internally to achieve your sales targets
- ▶ Develop stronger customer-relationships that win preference
- ▶ Offer superior value to customers and charge them for it

Designed For

This Anderson training course is suitable to a wide range of professionals but will greatly benefit:

- ▶ Managers and directors who want to manage sales strategically
- ▶ Sales teams that need to adopt strategic selling
- ▶ Executives required to create value propositions
- ▶ Communications executives who want to communicate strong value propositions
- ▶ Managers who want to build stronger relationships with customers
- ▶ Experienced and new sales executives

▶ Training Details

Day One: Understanding Strategic Selling and How B2B Purchasing Has Changed

- ▶ Strategic selling and why it is essential
- ▶ How buyers buying-behaviour has changed
- ▶ Why selling must change and how
- ▶ Best practice in strategic selling
- ▶ Breaking the low-price cycle with strong value propositions
- ▶ Understanding your company's strategic intent

Day Two: How the Selling Strategy Works with the Brand

- ▶ Using the brand to win customers and contracts
- ▶ Identifying opportunities to add value in the selling process
- ▶ Value propositions that competitors can't match
- ▶ How to select the best potential customers
- ▶ Defining the real customer-needs
- ▶ Using the brand in the selling process

Day Three: Influencing the Customer's Specification, Setting Sales Objectives, Creating the Sales Strategy and Targeting

- ▶ How to influence the customer's specification
- ▶ Building preference and credibility
- ▶ Setting your strategic selling objectives
- ▶ Defining the selling strategy
- ▶ How to target to win the sale
- ▶ Defining the priority, importance and tasks

Day Four: Creating Superior Value Propositions

- ▶ How to build superior value-propositions
- ▶ Moving away from the USP
- ▶ What should you sell and why?
- ▶ Avoiding the 'price destroyers'
- ▶ How to justify higher a higher price
- ▶ The myth of 'Total Cost of Ownership'
- ▶ A strategy to win in the bidding process

Day Five: Communications to Support Sales, Win New Customers and Build Relationships

- ▶ Communicating to win new customers
- ▶ Communicating to build existing relationships
- ▶ Communicating for credibility and influencing the sale
- ▶ Winning with principled negotiations
- ▶ Winning support internally
- ▶ Measuring the results of sales strategy

▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

For more information about this course, call or email us at:

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Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

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