

# Workshop on B2B Selling Skills

January 8 to 10, 2018  
9:00 am to 5:00 pm  
Venue: CEE@IBA, Karachi

## OVERVIEW

Between the first meeting to build rapport and the time a salesperson returns to office with signed agreement, plenty of action takes place. You go out to uncover customer needs and match your solution to those needs. You miss out on a deep dive to discover the customers' aspirations – the inactive and the unknown needs. You need to do that to maximize value for your customer and take the first step to create customer loyalty. People buy from people they trust. Customers' trust is the corner stone of Relationship Management. Your conversations with your customers and your ability to deliver on your promise determines how much your customer will be willing to do business with you. That in turn depends on how well you influence your customer. B2B Selling training enables salespersons to learn skills of building rapport, branding yourself, discovering customer needs and aspirations, influencing customers, using social network for B2B sales, building solutions for customers, presenting your solution, handling objections, negotiating deals, closing deals, sales pipeline management, key account management and relationship management.

## WHO SHOULD ATTEND?

- You have just started a B2B Sales Career
- You struggle, from time to time, to achieve your sales targets
- You have been recently appointed to lead a B2B Sales team
- You attended a Sales Training more than 5 years ago – you need a refresher because a lot has changed
- You work in pre-sales or post sales or in developing solutions for customers

## FACULTY

**Furqan Qureshi** The dynamics and experiences of the market place are carted to the training room, customized and personalized for the audience. That is the unique training value-add you receive and a great learning opportunity for you, beyond just theories and concepts. With over 35 years in B2B and B2C industry and still actively selling, he has worked with global and national companies, selling, managing and leading at 'C' level positions including customer service experience management, technology enablement, process management, etc. He has earned the respect of his employers and his customers for his commitment to results and delivering on the promise. He practices what he preaches 'You have to live with your customer to gain the customer's trust and you will be measured, not by your product, but by the quality of service you deliver consistently'. He is also an IBA Alumni.

## LEARNING OUTCOMES

- Build rapport and lead masterful sales conversations from beginning to end
- Use questioning techniques to uncover the full set of customer needs and desires
- Empathize, sell ideas, insights, and perspectives that influence buyer's agenda and inspire buyer action
- Understand buyers, buyer types, and the buying process
- Close new business with success and high integrity
- Overcome objections that get in the way of the sale and negotiate for a win-win business
- Sell on value and reduce price push backs
- Keep your sales pipeline growing by managing skillfully
- Focus on key players in customer accounts to grow business
- Manage relationships to build customer loyalty

## TOPICS COVERED

### • Day 1 - Win more Customer

- ↳ Your personal effectiveness and branding
- ↳ Social – the new player in B2B sales
- ↳ Planning sales calls
- ↳ Developing sales conversations
- ↳ Questioning techniques for deep insight
- ↳ Identifying the buyer, influencer, decision makers, saboteur and champion

### • Day 2 - Win more Business

- ↳ Empathy Mapping
- ↳ Value Proposition Design
- ↳ Developing your solution
- ↳ Presenting your proposal
- ↳ Handling objections
- ↳ Negotiating to win business

### • Day 3 - Win more Relationships

- ↳ Closing the deal
- ↳ Sales pipeline management
- ↳ Key account management
- ↳ Relationship management

## Workshop Fees PKR 45,000/participant

Inclusive of Course material IBA Workshop Certificate Lunch Refreshments & Business networking

Experience

## EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

### For Further Information

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