

CHAMPION in B2B SALES



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“Stop Selling, Start Closing”

Course overview:

Ultimately B2B sales is the strongest tool to close the deal though now a days online marketing is becoming popular and cost effective for lead generating.

B2B sales or Corporate sales involves multiple decision maker, and they are very busy even not answering phone calls, email or face to face meeting, all these make long sales cycle even sometime sales person lose patience.

In this session participants will learn prospecting to closing deal of B2B sales. We will discuss and show the solution based on real life experience what to do/ when it to do:

- Prospect says, let me think about it.
- Prospect says, actually we have better offer than you.
- Prospect says, Credit facility.
- What to do? When prospect says, please call me next time.
- Prospect says, I think your price is high.
- Prospect says, If I'm interested we will contact you.
- What to do? When prospect says, thank you for your visit, if we are interested we will let you know.
- What to do? When prospect says, No, we are happy with existing services or products.
- Prospect Says, 'If I'm interested we will contact you'
- Prospect Says, 'I think you price is high'
- Prospect Says, 'No, we are happy with existing services or products' etc. and list is endless.

So of course it makes sense that you would want to stay motivated in order to both deal closing and rejecting as well as maintain the energy to continuously pursue new channels and connections.

Building an effective pipeline requires increasingly cohesive efforts between sales and marketing.

Participants will learn the followings:

- Developing sales pitches and materials using self-conducted market analysis.
- How to find out prospect?
- How to get an appointment with unknown prospect?
- How to be digitally advanced in corporate sales?
- How to reach decision makers in sales cycle easily?
- How to follow up prospects time to time without annoying?
- What to do? When prospects do not receive phone calls or reluctant to meet again.
- Adaptability of changing in fast moving corporate world.
- Developing sales talent through the use of sales management techniques
- Closing techniques and how to negotiate for the best possible deal
- Keeping you motivated through use of compassion and other interpersonal skills.
- Overcome from any tough situation in front of customer.
- Keeping customer long time with the business.
- Prospecting and Pipeline Management.
- Prospects mind mapping
- Influence to the influencer
- The key selling skills to become a Successful Corporate Business Manager.

Course Content

Part A

- Key understanding of B2B Sales and Corporate Sales.
- Difference between marketing and selling.
- Key etiquettes of Ice -breaking session.
- Understanding your targeted buyers and knowing the competitors.
- Networking, referrals and leads.

Part B

- Identifying decision makers.
- Open ended questions and close ended questions.
- Key factor of corporate relationship.
- Understanding prospects current situations and goal.
- Faster revenue growth matrix

Part C

- Confirming and summering what you have heard.
- Knowing your offered value proposition.
- MUST DOs in B2B Sales-Real life examples.
- MUST AVOID in B2B sales -Real life examples.
- Quiz

Part D

- Handling price objections
- Price Vs. Cost Vs. Value
- Mindset winning strategy
- Follow up and follow up again.
- Objection and opportunity theory.
- 'Business belongs to company but customer is yours'-How to practice it.

Part E

- Key influence of digital marketing on corporate sales.
- How to generate referral customer from digital marketing?
- Customer memory in B2B sales process.
- How to influencer to Influencer.

Part F

- Corporate communication and follow up.
- How Digital marketing vibrates B2B sales process.
- Pipeline management.

Part G

- Adaptable in changing world
- Recognizing buyers signals.
- Review key learnings of the whole session
- How to close a B2B sales deal.
- Components of proper CRM
- Quiz

SPEAKER'S PROFILE



Ekhtier Ahmed Evan
Sales Management Consultant

Ekhtier Ahmed Evan has distinctive, solid and high volume revenue driven experience in leading Multinational and National companies for more than 2 decades. He served world's No. 1 brand Apple (Head of Sales - iPhone and iPad to Bangladesh's exclusive distributor) as well as world's second largest bank HSBC. He also served one of the leading telecom operator Robi Axiata Ltd., A China based e-commerce company and UNEAS of UNDP. He has led a prominent handset brand Lenovo as General Manager and Head of Business as well as held senior management positions in other companies for more than one and half decades. Mr. Evan also served as Head of Project of a prominent footwear brand in Bangladesh and set up robust distribution and retail sales channel network with 3000 retails shops and 30 distributors in rural and deep rural areas in Bangladesh. Currently, Mr. Evan serving Dongjin Group (dongjin-battery.com) as Assistant Director, Marketing.

He has completed MBA from University of Dhaka major in Marketing and also done a Digital Marketing course from BITM (BASIS Institute of Technology and-Management) also completed a short course on Introduction to Digital Journalism organized by REUTERS under Meta Journalism Project. Mr. Evan has also served American International University of Bangladesh (AIUB) as guest lecturer on 'Strategic Sales & Marketing on Real Life Approach'

Mr. Evan has successfully conducted more than 800 training sessions on Sales & Marketing, Soft skill development and career guide etc. which covered around 8,500 hours and 9,000 participants of MNCs and prominent local companies. These trainings covered both online and offline.

Mr. Evan has versatile experience and exposure on 360 degree sales & marketing arena. e.g. Corporate Sales, National Distribution and Retail Business, B2B sales, Key Account Management, Sales Operations, ERP Mapping, D2D Sales, Institutional Sales, Telesales, Modern Trade, e-commerce business and digital marketing.

Mr. Evan is Foreign Affair Secretary to Dhaka University MBA Association (DUMA). He was Joint Treasurer of Dhaka Dhanmondi Lions Club and the Founder and President of 'World Leaders Forum-WLF' a business leaders' platform.



Fees: BDT 2,500/- +VAT



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