

Strategy in BSB selling

Aspects that affect the success are the same in sport as in selling. The only difference is that in selling there are no medals for second and third place. The key aspects for success in sales include product knowledge, selling techniques, sales psychology and appropriately chosen procedure – strategy. Strategy is widely used in selling. Some are more adroit in negotiating than others. But only the best trader with an excellent strategy will usually earn the commission.

This course is designed for traders and managers who are eager to improve their skills. You are going to deepen your knowledge as well as enhance your tactical skills in building relationships, presenting bids for tenders, you will learn in practice to recognize different strategies and, in addition, to negotiate so as you are able to close more deals. This programme contains realistic and specific situations during which you will be able to define the strategy and tactics for achieving your goal.

Goals of the programme

- ~ Become familiar with selling strategies
- ~ Create and plan suitable strategy for leading a business case
- ~ Being able to implement the strategy as well as adjust it to specific situations
- ~ Recognize and eliminate competitor's strategy
- ~ Increase the success rate of closing deals

Participants in the programme

- ~ Sales representatives selling B2C / their business case has multiple stages – opportunity, bid, contract/
- ~ Sales representatives selling B2B
- ~ Sales managers who want to develop their team

Duration of the programme

- ~ 2 days

Why to take part in this programme?

- ~ You will learn to think differently and better about the business case out of business negotiation
- ~ Learn to make most of the time spent in sales negotiations. You will improve in setting your goals and identifying the person with whom you are going to cooperate
- ~ Learn the time-tested processes of business case management proven by the most successful ones in the business
- ~ Revisit your own business cases, improve your strategy and get feedback from an expert, and create a plan for your customers

Organisation and structure of the programme

Structure of the programme

1st day

- Lanchester strategy of selling
- How to win a tender
- 3P analysis
- Product and contact strategy
- How to build relationships and networks
- How to create a need

2nd day

- How to tactically set and present a bid
- How to eliminate competitor's tactics
- How to work with price
- How to negotiate strategically
- How to work with unfair practices of purchase

Organizace programu

Name	Date	Place
Strategy in B2B selling	April 25 – 26 2017	Hotel Vista Brno