



B2B Sales Master Executive

✦ B2B Sales Master Executive Syllabus

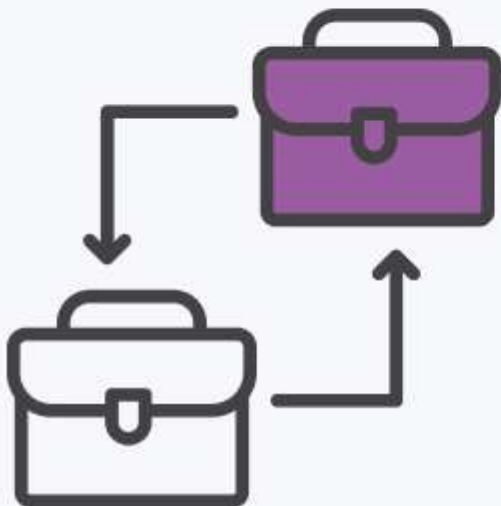


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Course Description

Becoming a Master Sales Executive

This Executive course is designed for sales professionals who aim to excel in managing complex B2B sales environments. You will gain expertise in account management, mastering upselling and cross-selling strategies, and addressing customer concerns with precision. The course also delves into essential aspects of customer relationship management and retention strategies, equipping you with the tools to build and sustain strong customer connections. Additionally, you will learn effective sales team management techniques, performance metrics and KPIs, and strategic sales planning to drive your team towards achieving outstanding results.

Key Topics

Account Management

Upselling and Cross-selling Strategies

Handling Customer Concerns and Complaints

Customer Relationship Management

Customer retention Strategies

Sales Team Management

Performance Metrics and KPIs

Strategic Sales planning

Why Join this Course?



Expert-Led Training

Learn from industry veterans with a wealth of real-world experience leading highly performant sales teams that have consistently hit their targets in some of the hardest markets and industries.



Comprehensive Curriculum

Our program covers all aspects of B2B sales, from foundational skills to advanced strategies and leadership development with a local flare and relevancy.

Interactive Learning

Engage in hands-on exercises, group activities, and real-world case studies to reinforce participant learning and real world application.

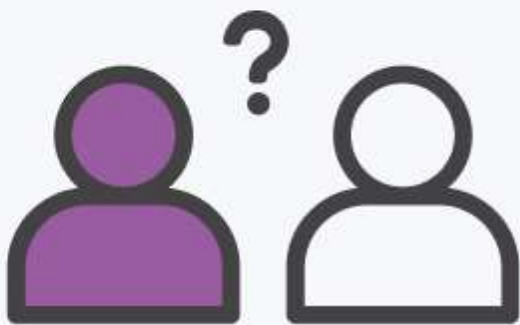
Flexible Scheduling

Expert trainer availability at a moment's notice with Arabic language support

Career Advancement

Participants gain the skills and confidence needed to excel in sales, business development, growth, and account management roles from beginner to leader."

Who is This Course For?



Who Should Take This Course

This Executive course is crafted for sales professionals striving to excel in managing complex B2B sales environments. You'll develop advanced expertise in account management, perfect the art of upselling and cross-selling, and learn to address customer challenges with precision and confidence.



Topical Sections & Learning Objectives



Syllabus

Account Management

Identifying high-potential prospects; Developing criteria for lead qualification; Implementing lead scoring systems

Up-selling and Cross-selling Strategies

Conducting effective needs assessments; Asking the right questions to uncover pain points; Customizing solutions to meet customer needs

Handling Customer Concerns and Complaints

Advanced selling techniques (e.g., consultative selling, solution selling); Tailoring sales strategies to different client profiles; Leveraging social selling tools

Customer Relationship Management

Preparing impactful product demonstrations; Highlighting key features and benefits; Addressing customer questions and concerns during presentations

Customer Retention Strategies

Identifying common objections; Techniques for overcoming objections; Turning objections into opportunities

Sales Team Management

Understanding negotiation principles; Developing negotiation strategies; Handling difficult negotiations

Performance Metrics and KPIs

Prioritizing sales activities; Effective scheduling techniques; Overcoming time management challenges



The Certificate



What Certificate Will be Awarded?

By completing this course, you will be awarded a certificate of completion.

This Certificate of Completion is awarded to the individual named herein for successfully completing the B2B Sales Master Executive course. It does not serve as a professional certification or license and does not guarantee employment or qualification in any specific field or industry.





**For questions or
feedback, contact
us below.**



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