



B2B Sales Master Foundations

✦ B2B Sales Master Program Syllabus

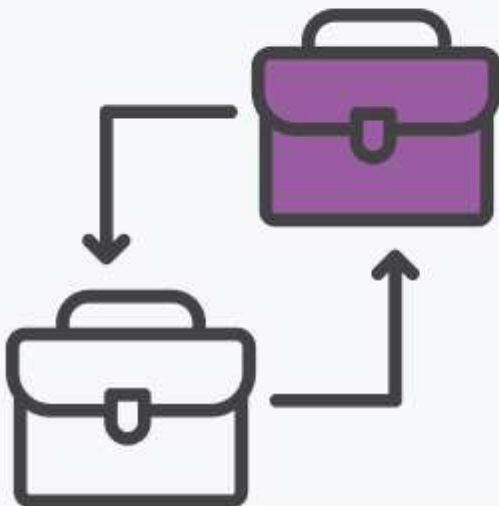


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Course Description

Laying the Groundwork for Success

In this foundational course, participants will gain a thorough understanding of the basics of B2B sales. You will learn how to identify and analyze target markets, manage sales processes, and communicate effectively with clients. This course also covers essential skills such as project scoping, building rapport, and utilizing digital sales tools. By the end of this course, you will be equipped with the knowledge and confidence to kickstart your sales career.

Key Topics

Identifying Target Audience and Market Analysis

Sales Process and Pipeline Management

Project Scoping

Effective Communication Skills

Building Rapport and Trust

Introduction to B2B Sales

Time Management for Sales Professionals

Basics of Digital Sales Tools

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.

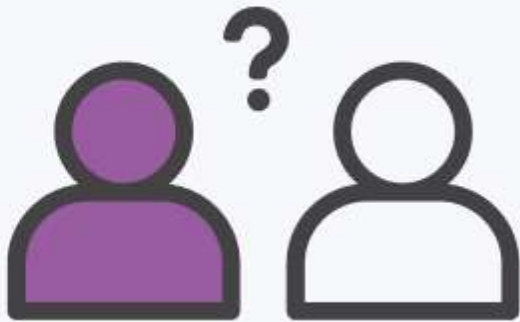
Flexible Scheduling

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 course is designed for sales professionals eager to explore the fundamentals of B2B sales. It provides a deep dive into the foundational principles of B2B sales, offering a comprehensive understanding of key concepts and essential strategies for success in the business-to-business landscape.



What's Included.



Syllabus

Identifying Target Audience and Market Analysis

Understanding market segmentation; Identifying potential target customers; Analysing market trends

Sales Process and Pipeline Management

Understanding the sales funnel; Managing and tracking sales activities; Forecasting sales

Project Scoping

Defining project scope with clients; Setting project objectives and deliverables; Managing client expectations

Effective Communication Skills

Developing active listening skills; Enhancing verbal and non-verbal communication; Improving presentation skills

Building Rapport and Trust

Establishing initial contact with clients; Creating a trustworthy image; Maintaining long-term client relationships

Introduction to B2B Sales

Understanding B2B sales basics; Differentiating B2B and B2C sales; Overview of sales processes

Time Management for Sales Professionals

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 Foundations 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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