



B2B Sales Master Advanced

✦ B2B Sales Master Advanced Syllabus

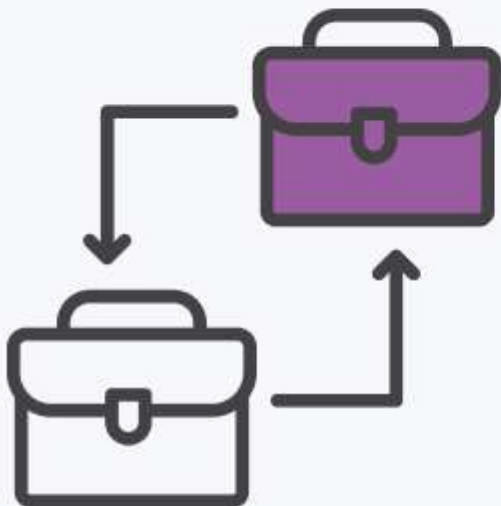


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Course Description

Taking Your B2B Sales Skills to the Next Level

This advanced course is designed for sales professionals who are ready to deepen their expertise. You will learn how to qualify leads, conduct detailed customer needs analyses, and implement sophisticated sales techniques. The course also focuses on improving your product demonstration skills, handling objections, and mastering negotiation and persuasion techniques. By the end of this course, you will be able to close deals more effectively and efficiently.

Key Topics

Qualifying Leads

Customer Needs Analysis

Sales Techniques and Strategies

Product Demonstration and Presentation Skills

Handling Objections and Overcoming Challenges

Negotiation Skills

Influencing and Persuasion Techniques

Advanced Digital Sales Tools and Automation

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.

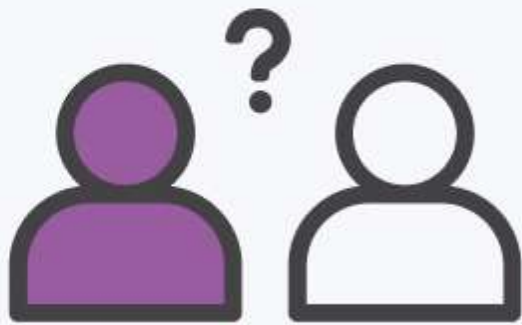
Flexible Scheduling

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 advanced course is tailored for experienced sales professionals looking to elevate their skills. You'll master the art of qualifying leads, conducting in-depth customer needs assessments, and applying advanced sales strategies to drive stronger results and close more deals.



Topical Sections & Learning Objectives



Syllabus

Qualifying Leads

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

Customer Needs Analysis

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

Sales Techniques and Strategies

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

Product Demonstration and Presentation Skills

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

Handling Objections and Overcoming Challenges

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

Negotiation Skills

Understanding negotiation principles; Developing negotiation strategies; Handling difficult negotiations

Time Management for Sales Professionals

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

Influencing and Persuasion Techniques

Psychology of influence; Persuasion techniques;
Applying influence in sales contexts

Advanced Digital Sales Tools and Automation

Using advanced CRM features; Implementing sales
automation; Enhancing productivity with digital tools



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 Advanced 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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