



course : Strategic Selling & Value Propositions for Business to Business (B2B) Companies

City :	London	Hotel :	The Ritz London
Start Date :	2025-11-24	End Date :	2025-11-28
Duration :	1 Week	Price :	5950 \$



Course Overview

In today's highly competitive business-to-business (B2B) environment, sales teams need more than strong products to win new markets and grow profitability. Customers now expect suppliers to deliver consistent value, support their business objectives, and become long-term partners. Strategic selling focuses on building strong relationships, creating compelling value propositions, and positioning the supplier as the preferred choice in the marketplace.

This training course equips participants with proven approaches to shift from competing on price to selling on value. By applying the principles of strategic selling, organizations can strengthen customer loyalty, overcome competitive pressures, and continuously win profitable sales.

Course Objectives

By the end of this training course, participants will be able to:

- Construct and implement a clear sales strategy.
- Develop value propositions that differentiate beyond price.
- Build stronger customer relationships and preference.
- Gain internal support to meet and exceed sales targets.
- Consistently deliver superior value and justify premium pricing.

Target Audience

This training course is ideal for professionals involved in B2B sales and customer management, including:

- Sales Directors and Sales Managers.
- Account Managers and Business Development Managers.
- Senior Sales Executives and Sales Teams.
- Managers responsible for customer relationships.
- Executives seeking to strengthen sales strategy and value delivery.

Methodology



The course uses a mix of presentations, interactive discussions, case studies, and practical exercises. Real-world examples and best practices from global B2B companies will be shared to ensure participants leave with practical tools ready to be applied immediately.

Course Outline

Day 1: Understanding Strategic Selling and Changing B2B Purchasing

- Why strategic selling is essential today
- How buyer behavior has evolved
- Best practices in strategic selling
- Breaking the low-price cycle with value propositions
- Understanding organizational strategic intent

Day 2: Linking Sales Strategy with the Brand

- Using the brand to win contracts and customers
- Adding value throughout the sales process
- Creating value propositions competitors cannot match
- Selecting high-potential customers
- Identifying real customer needs

Day 3: Influencing, Planning, and Targeting

- Influencing customer specifications
- Building credibility and preference
- Setting strategic selling objectives
- Structuring the sales strategy
- Defining priorities, importance, and key tasks

Day 4: Creating Superior Value Propositions

- Building powerful value propositions
- Moving beyond the USP
- Avoiding price-based competition
- Justifying premium pricing
- Strategies for winning in bidding processes

Day 5: Communications and Relationship Building



- Communicating to win new customers
- Strengthening existing relationships
- Influencing through credibility and negotiation
- Gaining internal support for sales strategy
- Measuring success of strategic selling initiatives

Certificates

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates. Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.