

MASTERING THE ART OF STRATEGIC SELLING: A Leadership Blueprint

Get ready to navigate complex markets, lead high-performing sales teams, and make informed decisions that lead to unparalleled success. The principles imparted here have a lasting impact on your clients, positioning you as the go-to problem solver,

AUDIENCE

Key Account Manager (KAM)
Account Manager (AM)
Newcomer to the world of sales

VALUE

Align the selling process steps to the customer's buying process steps.
Overcome challenges to reaching and building credibility with key players.
Apply the win-fast/lose-fast criteria to sales opportunities.

OBJECTIVES

- Acquire the strategic selling expertise
- Identify, engage, and nurture relationships with key decision-makers and stakeholders in complex B2B sales environments.
- Master crafting tailored sales approaches,
- Effectively position solutions.
- Drive mutually beneficial outcomes for clients and their organizations.

CONTENT

Unveiling Strategic Selling

- The Art and Science of Strategic Selling
- A Modern Imperative in B2B Sales
- Beyond Tradition: Strategic vs. Conventional Sales
- The Guiding Philosophies

Deconstructing Strategic Sales

- Elements of Mastery: Navigating the Strategic Selling Framework
- Decoding the Process and its Strategic Components
- Artistry in Connection: The Crucial Role of Relationship Building

Tools Involved in Strategic Selling

- In-depth Exploration of the Tools Used in Strategic Selling
- The Dos and Don'ts of Strategic Selling

Strategic Selling: A Game-Changer

- Orchestrating Long-Term, Mutually Rewarding Partnerships
- Fueling Revenue Growth and Elevating Profitability
- Illuminating Success Stories Across Diverse Industries

METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

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DAYS