

# STRATEGIC SALES MANAGEMENT Enterprise Sales B2B

**Date:** 2017-11-06 - 2017-11-08

**Venue:** Tata Management Training Centre, 1, Mangaldas Road, Pune 411001

## Overview

In a B2B context, although the largest accounts represent a large percentage of both, revenue and the margin, losing some of those accounts can have a detrimental impact on one's business. Business buyers normally seek solutions that contribute to increasing revenue performance or reducing operating costs, whether they buy directly from the manufacturer or from the channel . . . many of the solutions that business buyers want are technical or technology-oriented as well. Therefore, it takes time and a clear process to lay out how the solution meets a buyer's need. Customers may appear to want only the best possible price and will often push hard on the pricing, but they also want peace of mind that what they are purchasing will do exactly what it is supposed to do. According to McKinsey's Key Account Survey, larger organisations claim they buy based on product and price. But analysis shows that value added services and the sales experience matter as much if not more. Depending upon the complexity of the solution, more and more decision makers are involved in the process. It is more common in complex sales that a B2B seller is confronted with multiple buying roles. Companies may use committees or have non-buyers involved in meetings. Their involvement indicates their potential ability to influence the purchase decision. And in the same manner, an effective sales person needs to find a way to influence and convince multiple people. An organisation's sales team is a powerful entity that is not only the face of the business, but is also one that can make or break customer relationships and business reputations.

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## Objectives

At the end of the course, the participants will be able to Explore new strategic approaches to business Adapt and adopt new business models in the changing world Steer the sales organization effectively Execute new approaches to selling for a differentiated performance.

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## Methodology

The Program content covers four major areas: The new VUCA world , Strategies for B2C and B2B2C in the Industrial / Technology Product Category, Strategic Effort Management and Capability Building, Hunting and Farming, Strategic Thinking and Market Building

The VUCA world The buying cycle in the 3rd Millennium.

- The new modes of buying including reverse auction.
- Data driven world and the need for data affinity Use of data and use of technology
- The struggle for predictability.

Strategic Thinking and Market Building

- Strategic Direction

Strategy and its dimensions

- Sales Strategies – choices and the need to win

Strategies for B2B and B2B2C

- Leakage Analysis
- Pre RFP work
- Team Selling
- Product Selling to Solution Selling
- Consultative Value Selling approach

Strategic Effort Management and Capability Building

- Steering the line managers
- What should the line managers do
- Quantity, Quality and Direction of efforts
- Are your managers coaching their teams
- A framework for a coaching process and system – 4 key coaching skills
- Motivation through coaching
- Motivating and Steering the Millennials

Hunting and Farming

- Prospect Base Management

- Hunting for prospects and hunting for opportunities Building the orientation –
- Opportunity Closure Forecasting
- Getting ready to build a Key Account Approach

Managing the Markets and Business

- Mapping the market
  - Red ocean vs blue ocean
  - Setting benchmarks for the team to think high
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### **Who Should Attend**

The participants must be senior sales leaders managing a team of field managers in the domain of industrial products or services either direct to a B2B customer or through a set of channels or a combination of both.

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### **Fees**

INR 57,500/- (Fifty Seven Thousand Five Hundred only) per participant plus taxes as applicable. This is a residential program (on double occupancy basis) and the fee includes course fee, cost of instructional material/program kit, food and shared accommodation for participants. Full participant fee (plus applicable taxes) is payable against pro-forma invoice which will be sent upon receipt of nomination(s).

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