

# STRATEGIC SALES MANAGEMENT B2B | Enterprise Sales

**Date:** 2018-02-19 - 2018-02-21

**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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## **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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## **Program Directors**

Mr. Karn Bhatia

+91-20-66091095,

kbhatia@tata.com

## **Program Coordinators**

Ms. Srividya Bhalerao

+91-20-66091029,

sbhalerao@tata.com