

Smarter Sales Training *for Small & Medium-Sized Enterprises*

Building a B2B Market Presence Workshop

Improving sales effectiveness and sales success through effective 'rainmaker' strategies

Duration: Half Day

Workshop Objective

To help participants' build a B2B market presence, in order to help win and retain more long term business.

Workshop Description

The workshop is designed as an introduction to the key elements of a Business Development 'Tool Kit', which can support the building of a B2B market presence, in order to increase sales effectiveness and sales success.

What will you gain from the workshop?

- Greater understanding of your business in the context of a Go-to-Market strategy.
- A Business Development 'Tool Kit' to help build a B2B market presence:
 - 'One Pager' Value Proposition
 - Service Descriptions
 - Case Studies
 - Elevator Pitch

Course Content

- Introductions
- Setting Objectives
- Developing a Business Development 'Tool Kit'
- Harmonising Plans & Milestones
- Agreeing Actions & Activities
- Summary & Close

Recommended Reading: "McCormack on Selling" by *Mark H. McCormack*

Fees: £585 (plus VAT and agreed expenses) to include: preparation, delivery and, all workshop materials & handouts, for each participant.