

# SALES MASTERY

Advanced Impulse Workshops (2-4 Hours) – Individually Bookable

*Sell. Influence. Scale.*

## 1 STRATEGIC ACCOUNT DEVELOPMENT

- Identifying and prioritizing account potential
- Mapping the buying center and key stakeholders
- Strategically planning expansion, cross-selling, and up-selling opportunities

## 2 EXECUTIVE SELLING & C-LEVEL CONVERSATIONS

- Engaging with executives, senior leadership, procurement, and finance
- Focusing on business impact rather than product features
- Evolving from supplier to trusted business sparring partner

## 3 VALUE SELLING THROUGH COMMERCIAL ARGUMENTATION

- Translating customer value into measurable economic impact
- ROI, Total Cost of Ownership (TCO), risk reduction, and productivity gains
- Reducing discount pressure and increasing value-based closing

## 4 ADVANCED NEGOTIATION & DEAL PROTECTION

- Structuring negotiations: walk-away points, BATNA, and deal risk management
- Protecting margins and identifying procurement strategies
- Moving from single-issue price discussions to multi-issue negotiation frameworks

## 5 INFLUENCE IN MULTI-STAKEHOLDER MANAGEMENT

- Analyzing power, influence, and interests within the buying center
- Developing champions and managing skeptics and blockers
- Understanding internal decision-making processes on the client side

## 6 INTERCULTURAL & GLOBAL SELLING

- Building awareness of cultural decision-making styles
- Establishing trust in international markets
- Communicating effectively within global sales teams

Interested? Contact us.