



SALES LEADERS  
Global



**1**  
DAY

**WORKSHOP**

# THE PSYCHOLOGY OF B2B SALES SUCCESS

This one-day workshop will ensure the participants elevate their learning to what really matters in business – the commercial conversations and the relationships that matter.

It will enable salespeople to take their sales conversations to a deeper level, to connect and know where their prospects are on the buyer's journey, and positively impact revenue, profits and margin. It will allow you to sell to bigger companies for bigger dollars.

[salesleadersglobal.com](https://salesleadersglobal.com)

## WHAT MAKES THIS DIFFERENT?

Our workshop offers a deep dive into the B2B buying and selling psychology, going beyond mere transactional tactics to unveil the human elements that shape decision-making. We focus on crafting questions that reveal and address the buyer's deepest business and emotional drivers. By doing so, we enable sales professionals to break through psychological barriers and engage with confidence and authenticity in every deal.

## CORE LEARNINGS

- **Master Consultative Selling:** Learn to navigate sales dialogues with questions that create tension and rapport, steering away from superficial interactions to meaningful business discussions.
- **Elevate the Conversation:** Seamlessly transition from casual talk to compelling business discussions, guiding the conversation to impactful conclusions.
- **Emotional Intelligence in Sales:** Discover how to unearth the emotional drivers that often eclipse logical reasoning in buying decisions.
- **Beyond the Product:** Shift focus from product-led to value-led dialogues to sidestep price wars and sustain profit margins.
- **Objection Handling:** Tactically pre-empt objections and negotiate with integrity, aligning deals with both personal and corporate values for win-win outcomes.
- **Strategic Positioning:** Intelligently integrate product and pricing into your sales narrative at the opportune moment.
- **The Art of Closure:** Understand the power of simplicity in closing deals once all pivotal information is on the table.

This immersive one-day workshop will transform your initial client interactions, ensuring that your consultative prowess sets you apart from transactional competitors.

## WHO WILL BENEFIT

**Aspiring Trusted Advisors:** For sales professionals poised to become the go-to authority in their field.

**Knowledge-Rich, Depth-Seeking Sellers:** For those with ample product knowledge who want to deepen client conversations and connections.

**Sales Teams** - aiming to more effectively qualify their prospects and ensure a robust pipeline.

## INVESTMENT

1 DAY – \$695.00 per person.

## VALUE RECEIVED

*“We have engaged the services of Bernadette McClelland for three years in a row. Usually, we engage her in our sales conferences and workshops, however of late we have expanded that engagement to include leadership coaching as well as in-field accompaniment with key salespeople, both locally and interstate.*

*This has ensured our sales teams are more fully equipped to be competitive in the market to grow new opportunities and the return on our investment has been noted.”* **Socrates Cromdos General Manager, Rain Bird Australia**

**Call Us Today on +1 (720) 346 0757**