PROGRAM 02

Consultative B2B Selling

A program for experienced reps selling complex or high-value solutions to business buyers.

Every program is tailored to your organisation. It's what we do. We build it around your products, customers, sales process and the conversations your team actually has, so this sample is a starting point, not a set syllabus.

Who it's for

- Experienced account executives and BDMs
- Reps selling complex or high-value solutions
- Teams shifting from product selling to solution selling

What changes

- Discovery that uncovers the real business impact
- Proposals built on value, not price
- Negotiations that protect margin

Sample journey

Session	Module	Practised on the job
1	**Deep Discovery**	Run one discovery call that uncovers business impact, not just the need
2	**Selling to Personality Types (DISC)**	Adapt your approach for one key stakeholder
3	**Value-Based Selling**	Rewrite one proposal around the customer's outcomes
4	**Perfect Pitches**	Deliver a tighter, more focused pitch in your next meeting
5	**Negotiations**	Plan your trades before your next pricing conversation
6	**Bringing It Together**	Deal plan for one live opportunity, shared with your manager

Between sessions: short Elevate Mode scenarios matched to each module.

Ways to run it

One-off

Pick 1-2 modules as a 2-hour, half-day or full-day workshop

Virtual program

Six 1-hour sessions over six weeks

In person or blended

Full days onsite, or a mix of onsite and virtual

What's included

- Discovery call and attendee questionnaire
- Workbook and frameworks
- Elevate Mode practice access
- Post-program summary and impact survey

How pricing works

Quoted after a free consultation, based on group size, number of sessions and format. No cost and no obligation.

Shape this around your team

Schedule a free consultation →

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