

# Course : Build your commercial influence strategy

Practical course - 2d - 14h00 - Ref. BOY

Price : 1280 € E.T.



In a competitive environment, developing the finesse and quality of relationships with key contacts is a fundamental performance lever. The workshops in this course will enable you to develop tools and best practices adapted to the new challenges of commercial lobbying.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Using influential communication tools
- ✓ Target the right contacts and organize your influence strategy
- ✓ Adapting your lobbying approach to vision 4.0
- ✓ Developing leadership and positioning your offering

## Intended audience

Key account managers, key account managers, sales managers, sales directors.

## Prerequisites

Sales experience in a B-to-B environment. Basic use of social networks desirable.

## Practical details

### Hands-on work

Case studies adapted to the participants' context, sharing experiences and practices. Demonstration of digital tools.

### Teaching methods

Active, participative teaching methods. Alternating theory and practice with application to the context and experience of participants.

## Course schedule

### PARTICIPANTS

Key account managers, key account managers, sales managers, sales directors.

### PREREQUISITES

Sales experience in a B-to-B environment. Basic use of social networks desirable.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Using the media of influence communication

- Choosing an appropriate mode of communication using NLP.
- Identify psychological games.
- Adopt the right positioning.
- Identify your counterpart's power to influence the organization.
- Use proactivity as a strategic tool.
- Persuade rather than convince.

### Hands-on work

Understand the dominant life position and its impact on relationships.

## 2 Understanding the structure of lobbies and interest groups

- Distinguish between representing and defending.
- Compare different bodies: national/international, governmental, associative.
- Understand their codes and deduce the tools of influence.
- Conform to codes and establish leadership: be credible, legitimate, exemplary.

### Role-playing

How to influence a group during an innovation project? Associated Mind mapping.

## 3 Building a network of business relationships

- Mapping the decision-making chain: who has the power? Relays of influence, stakeholders...
- Understand how think tanks work.
- Forging commercial alliances.
- Get closer to your target.
- Leverage LinkedIn and Shapr to make the best contacts.
- Strategic intelligence: social networks, professional groups, etc.

### Hands-on work

Map your network and define an action plan to reach target contacts.

## 4 Prepare and organize your influence strategy

- Know your company's offering, organization and strategy.
- Develop your internal influence communication.
- Analyze and qualify your portfolio: which strategy for which objectives?
- Plan your actions: structure your time and priorities.
- Mapping the decision-making chain: who has the power? Relays of influence, stakeholders.
- Enter the customer universe: sell value creation and develop your position.

### Hands-on work

Create your Lobbying and Networking Plan (PLN). Group debriefing.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 4 June, 4 June, 11 June, 15 Oct., 15 Oct.

### PARIS LA DÉFENSE

2026 : 4 June, 15 Oct.