

# B2B Sales certification course

*Practical course - 9d - 63h00 - Ref. KOM*

*Price : 3720 € E.T.*

As a salesperson, you need to develop and prioritize your actions to achieve your objectives. This cycle will provide you with the methodological guidelines you need to follow up your sales calls, develop your impact, get to know yourself better in the negotiation phase and manage your customers' objections.

## Teaching objectives

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

- ✓ Master all phases of the sales meeting
- ✓ Assert yourself and argue assertively with customers
- ✓ Drawing up a negotiation grid for effective negotiation
- ✓ Convincing your customer
- ✓ Dealing with objections
- ✓ Master effective closing techniques

## Intended audience

Salespeople, sales engineers, technical salespeople or business engineers.

## Prerequisites

First experience in a sales or customer relations role desirable.

## Practical details

### Teaching methods

The sales knowledge base is fundamental. The corresponding course, ref FOV, must be taken first in the cycle. The other courses can then be taken in any order.

### PARTICIPANTS

Salespeople, sales engineers, technical salespeople or business engineers.

### PREREQUISITES

First experience in a sales or customer relations role 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.

## Course contents

This course consists of the following modules :

### Mastering the fundamentals of sales

Ref. FOV - 2 days

★ 4 / 5

### Successful Sales Negotiations

Ref. NEG - 2 days

★ 4 / 5

### Chargé d'affaires certification

Ref. KKK - 0.5 day

## Course schedule

### 1 Master the fundamentals of sales

- The importance of sales in the marketing and sales process.
- Sales to professionals and private customers.
- Making contact: techniques for introducing yourself.
- Communication attitudes to break the ice. Non-verbal communication.
- Use the funnel technique to discover needs.
- Questioning: use different types of questions. Listening: active listening for feedback.
- Analyze the different motivational levers and reformulate the customer's needs.
- Demonstrate that the solution meets the need: use the SONCAS argument.
- Highlight customer benefits: CAB.
- Transformer une objection en un élément positif.
- Dealing with price objections using different techniques.

#### Hands-on work

Numerous role-play exercises on the different phases of the sales interview.

### 2 Key points for successful sales negotiations

- Understand and implement the sales cycle: technique, strategy and tactics for B2B negotiations.
- Sales cycle versus purchasing cycle.
- Draw up a negotiation grid.
- Setting negotiation targets: safeguarding margins.
- Anticipating rejection: building an effective MESORE.
- Identify subjects for negotiation other than price.
- Maintaining leadership in the face of intimidation and pressure from professional buyers.
- Master closing techniques.
- Handle last-minute objections and secure agreement. Reassure an elusive buyer.
- Logical sequence technique. Reformulate points of agreement and pain.
- Formalize the agreement. Anticipate further negotiations.
- Strengthening the buyer: enhancement techniques.
- Building trust: the [[anchoring]] technique.

#### Hands-on work

Techniques for preparing the major stages of the cycle. Writing and presenting your negotiation grid. Case studies: a buyer and a seller face each other in a negotiation. Exchange on the theme of negotiation.

## 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.

### 3 Responding to objections and bouncing back

- Welcoming and understanding objections: the different types of objections.
- Identify when and why it occurs. Search and find the objection behind the objection.
- Customer personality and expressing objections. Basic rules and techniques.
- Identify our personal attitude to objections.
- See the objection as an opportunity for the seller.
- Our position in relation to our interlocutor: use a suitable communication channel.
- The case of the price objection.
- Anticipate objections: identify possible objections and prevent them.
- Transform our competitors' arguments.
- Know how to influence in response to objections.
- Adopt positive communication to better influence.
- Focus on the person you're talking to.
- Measuring the impact of an objection. Who is facing you? Adapting to possible reactions.

#### Exercise

Workshop to identify and classify the objections encountered by each trainee. Filmed role-playing, dealing with objections face-to-face and in groups.

### 4 Enhancing your impact in sales interviews

- Identify your reactions to customers: measure your assertiveness.
- Avoiding the pitfalls of miscommunication.
- Dare to overcome your fears and apprehensions.
- Discover your limiting beliefs and messages.
- Develop your image and credibility.
- Know and recognize your qualities and limits. Use reassurance techniques.
- Use techniques to project an image of credibility.
- Argue persuasively and assertively: assert your intentions and reassure your customer.
- Use positive reframing. Avoid doubt.
- Oser vous affirmer face à vos clients : répondre posément à une critique.
- Give a refusal acceptable to the customer.
- Influence your customers and satisfy their psychological needs.
- Encourage people to join your cause. Lobbying.

#### Hands-on work

Assertiveness test. Mental preparation training. Filmed exercise: handling customer objections. Group debriefing.

## Dates and locations

#### REMOTE CLASS

2026 : 5 Mar., 5 Mar., 28 May, 28 May, 2 June, 2 July, 2 July, 29 Sep., 15 Oct., 15 Oct., 26 Nov., 15 Dec.

#### PARIS LA DÉFENSE

2026 : 28 May, 2 July, 15 Oct., 26 Nov.

#### LILLE

2026 : 26 Nov.