

MMA-KAS - INTEGRATED TWO-DAYS ADVANCED B2B SALES MASTERY PROGRAM

12 December 2025 10:00 AM - 13 December 2025 05:30 PM

Brief Overview:

MADRAS MANAGEMENT ASSOCIATION

Presents

Two days Workshop on

INTEGRATED TWO-DAYS ADVANCED B2B SALES MASTERY PROGRAM

Date :Friday & Saturday, 12th & 13th December 2025

Time : 10:00 AM - 5:00 PM

Venue : Madras Management Center, Chennai.

Session content:

- **DAY 1 — From Product Seller to Trusted Advisor**

**Mastering Buyer Psychology, Discovery, Value
Conversations & Differentiation**

9:00 – 9:30 | Welcome & Context Setting

Theme: Buying has changed — selling must too.

- **Today's B2B buyers: risk-averse, ROI-driven, multi-stakeholder, information-rich.**
- **Common mistakes experienced reps make:**
 - Over-reliance on relationships**
 - Feature dumping**
 - Talking too early, questioning too late**

Weak differentiation against incumbents

- **Why consultative sellers win more and lose less.**

9:30 – 10:30 | Mapping the Complex Buying Centre (Industrial + B2B)

- **Identify specifiers, users, influencers, finance, IT, procurement & leadership.**
- **Map formal vs informal power & buying motives.**
- **Buying journey stages: Awareness - Evaluation - Validation - Procurement - Renewal.**
- **Exercise: Map a real client's DMU + decision path.**

10:30 – 10:45 | Tea Break

10:45 – 12:15 | Advanced Consultative Selling

Deep-dive discovery using layered questions:

- **Operational pains**
- **Financial pains**
- **Risk pains**
- **Compliance/safety/productivity issues**
- **Strategic business outcomes**

Frameworks:

- **SPIN + Challenger + Insight Questioning**
- **Converting features ? measurable business impact**
- **Value levers in manufacturing/B2B: uptime, cost savings, efficiency, yield, energy, TCO**

12:15 – 13:15 | Turning Discovery into Value Conversations

- **Moving from “product specs” - “business impact”**
- **Building credibility through industry insights**
- **How to reframe buyer assumptions**
- **The 3 parts of a powerful value conversation:
Pain - Impact - Financial Justification**

13:15 – 14:00 | Lunch

14:00 – 15:15 | Sales Conversations & Role-Plays

Scenario-based practice:

- **Plant visit conversations**
- **Procurement review meeting**
- **Stakeholder conflict handling**
- **Multi-level questioning**
- **Linking insights to business outcomes**

Checklist: Listening, probing, reframing, clarity, linking to impact.

15:15 – 16:30 | Differentiation & ROI Storytelling

- **Competing beyond price**
- **Showing ROI without complex spreadsheets**
- **The 4-step ROI storytelling structure:**
 1. **Current situation**
 2. **Cost of inaction**
 3. **Your differentiated value**
 4. **Financial & strategic outcome**

Activity: Build a Value Story for your product/solution.

16:30 – 17:00 | Reflection & Action Notes

- **3 behaviours to start/stop/continue**
- **Collect real negotiation cases for Day 2**

DAY 2 — Key Accounts, Negotiation & Technology-Enabled Sales Performance

Opportunity Management • Margin Protection • CRM Excellence • Playbook Creation

9:00 – 9:30 | Day 1 Recap & Insight Sharing

- **Participant-led discussion**
- **Link to Day 2:**

Growing key accounts

Protecting margins

Winning long-cycle, multi-stakeholder deal

9:30 – 10:30 | Strategic & Key Account Management

- **From vendor ? strategic partner**
- **Cross-sell, upsell & share-of-wallet growth**
- **White space analysis**
- **Competitive mapping (incumbent strengths & weaknesses)**
- **12-month account planning framework**

Outcome: A ready-to-use Account Plan Template.

10:30 – 10:45 | Tea Break

10:45 – 12:15 | Value-Based Negotiation in B2B/Industrial Selling

Challenges in industrial/B2B negotiation:

- **Rate contracts**
- **Reverse auctions**
- **Payment terms**
- **Price pressure**
- **Procurement tactics (anchoring, silent treatment,**

leverage tactics)

Techniques:

- **BATNA & ZOPA**
- **Trading variables (terms, installation, service, delivery, training)**
- **Defending value using quantified impact**
- **Managing procurement-driven conversations without losing margins**

12:15 – 13:15 | Negotiation Simulation

Team-based simulation:

- **Buyer team: procurement + technical + finance**
- **Seller team: account manager + product expert**
- **Objectives: plan ? question ? negotiate ? close**

Debrief:

- **What worked?**
- **Where did value leak?**
- **How could margins be protected?**

13:15 – 14:00 | Lunch

14:00 – 15:15 | Pipeline, CRM & Tech-Enabled Selling

- **CRM as a planning and forecasting tool**

- **Opportunity qualification (MEDDIC, SPICED, BANT)**
- **Stage movement & forecast accuracy**
- **Using digital tools & optional AI for:**

Account research

Prospecting

Pre-call planning

Email sequencing

- **Building high-productivity weekly routines**

15:15 – 16:00 | Closing High-Value B2B Deals

- **Reading buying signals**
- **7 advanced closing methods (Assumptive, Insight Close, Summary Close, Recommendation Close, Trial Close, Ownership Close, Soft Close)**
- **Risk reduction strategies (pilot projects, phased rollouts)**
- **Post-sale follow-up & lifetime value growth**

16:00 – 17:00 | Personal Sales Playbook & 60-Day Action Plan

Each participant builds a one-page playbook:

- **Target segments + Ideal customer profile**
- **Key discovery question bank**
- **Value levers + ROI metrics**
- **Key account growth plan**
- **60-day execution plan**
- **Weekly CRM habits**
- **3 deals to advance immediately**

DELIVERABLES & TAKEAWAYS

Participants receive:

- **Industrial/B2B Sales Handbook**
- **Consultative Selling Question Bank**
- **Account Plan Template**
- **Negotiation Playbook**
- **60-Day Execution Planner**
- **Be a Sellebrity - Sales book signed by the author**

For Whom:

- **This Integrated Advanced B2B Sales Mastery workshop is ideal for:**

Experienced B2B sales professionals looking to elevate their skills in complex sales cycles and strategic selling.

Sales managers and team leaders aiming to coach and develop high-performing sales teams with advanced techniques.

Business development executives responsible for driving revenue growth through strategic client engagements.

Account managers seeking to deepen client relationships and increase long-term contract values.

Marketing professionals working closely with sales to align messaging and generate qualified leads.

Entrepreneurs and founders of B2B companies who want to master the sales process to scale their businesses effectively.

Consultants and advisors supporting organizations in improving sales performance and processes.

The workshop is designed for individuals with a foundational understanding of B2B sales who want to integrate advanced methods, technology, and strategic frameworks for mastery

in complex sales environments.

Key Takeaways:

Mastering the full B2B sales cycle, from deep discovery of client pain points to closing deals with clear, simple purchasing processes. This includes uncovering hidden client needs and mapping solutions directly to their business objectives for maximum value delivery.

Applying advanced questioning techniques (like SPIN selling) and active listening to identify genuine client needs beneath expressed wants, enabling relevant solution proposals.

Developing skills to handle objections proactively, create urgency, and negotiate win-win outcomes that build lasting client relationships.

Utilizing sales frameworks to boost key metrics such as discovery call conversion, proposal acceptance rates, average order value, and sales cycle reduction.

Emphasizing continuous education for clients through thought leadership, market insights, and relevant industry trends to become trusted advisors rather than just vendors.

Integrating CRM and technology tools for predictive lead scoring, automated workflows, sales integration, and real-time coaching to optimize sales performance.

Enhancing collaboration between sales and marketing teams to

align on shared goals, ideal customer profiles, and lead handoff processes. Building confidence in sales professionals through skills mastery to improve outreach effectiveness, close deals faster, and increase revenue per representative.

Fostering a culture of strategic thinking and relationship management that contributes to sustainable business growth and stronger customer loyalty.

These takeaways reflect comprehensive advanced techniques and strategic approaches that can help sales teams achieve measurable improvements in B2B sales outcomes within weeks of implementation

Facilitator profile:

Ramaprasad Sreenivassan is the Founder & Enabler of Saamartya, a training organisation dedicated to Enlighten, Enable, Empower. He has served as a Director of CADD Centre Training Services and brings over three decades of experience in sales excellence, leadership, and people development. An active leader in forums like BBB, Rotary, and PSAI, he is a sought-after trainer and speaker known for his practical frameworks and engaging style.

Fee Details:

- **Fee Details**
- Member amount : Rs 0.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :