

Email: [info@gatewayconsulting.com](mailto:info@gatewayconsulting.com) | Phone: +96522968641  
<https://gatewayconsulting.com>

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## VALUE-BASED SELLING FOR HIGH-STAKES DEALS

<b>Start Date:</b>	20/10/2025	<b>End Date:</b>	24/10/2025
<b>Categories:</b>	Sales & Customer Service	<b>Venues:</b>	Madrid
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This advanced sales program focuses on value-based selling techniques to help professionals succeed in high-value, complex deals. Participants will learn to articulate value over price, navigate long sales cycles, and engage decision-makers with tailored solutions that address strategic business needs.

### OBJECTIVES

By the end of this course, participants will be able to:

- Shift from transactional selling to a consultative, value-based approach.
- Identify stakeholder priorities and align solutions to strategic business drivers.
- Quantify and communicate value propositions to justify premium pricing.
- Manage complex buying processes and influence high-level decision-makers.
- Build long-term partnerships that go beyond the sale.

### COURSE OUTLINE

1- Principles of Value-Based Selling in B2B and Enterprise Contexts  
2- Understanding the Buyer's Strategic Agenda  
3- Crafting and Communicating Value Propositions  
4- Selling to Committees and C-Suite Decision Makers  
5- Managing Long Sales Cycles and Building Lasting Client Relationships

### TARGET AUDIENCE

Enterprise sales professionals, key account managers, business development executives, and solution consultants handling large or complex deals.

### METHODOLOGY

Advanced role-playing, opportunity planning workshops, customer persona mapping, objection-handling labs, and peer reviews.

### CONCLUSION

Participants will leave with a repeatable process and strategic tools to sell on value, close complex deals, and build enduring client partnerships.

## DAILY AGENDA

### Day 1: Value Selling Fundamentals

Understand what sets value-based selling apart and how to reposition yourself as a strategic advisor.

### Day 2: Know the Buyer's Business

Analyze stakeholder needs, organizational goals, and align your solution to executive priorities.

### Day 3: Quantify & Present Value

Build compelling, data-backed value propositions that focus on outcomes over features.

### Day 4: Executive Engagement

Learn how to sell to multiple stakeholders and gain buy-in from senior decision-makers.

### Day 5: Closing Strategic Deals

Master deal management tactics and strengthen long-term relationships post-sale.

*For more information, please contact us:*

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