

## B2B & B2G SALES

<b>Start Date:</b>	24/08/2026	<b>End Date:</b>	28/08/2026
<b>Categories:</b>	Sales & Customer Service	<b>Venues:</b>	Milan
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This specialized course equips professionals with the strategies, tools, and confidence to navigate and succeed in business-to-business (B2B) and business-to-government (B2G) sales. Participants will gain a deep understanding of complex sales cycles, procurement procedures, stakeholder management, and public sector compliance—transforming them into powerful solution sellers in both sectors.

### OBJECTIVES

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

- Understand the unique dynamics and differences between B2B and B2G sales.
- Navigate long sales cycles and complex stakeholder structures.
- Prepare compelling proposals and bids that align with decision-makers' priorities.
- Leverage relationship-building strategies to build trust and credibility.
- Apply consultative and value-based sales methods tailored to large organizations.

### COURSE OUTLINE

1- B2B vs. B2G: Understanding Markets, Buyers, and Processes  
2- Navigating Procurement: RFPs, RFQs, and Tendering Strategies  
3- Stakeholder Engagement and Relationship Building  
4- Proposal Writing and Competitive Positioning  
5- Consultative Selling and Long-Cycle Deal Management

### TARGET AUDIENCE

All Supervisory Levels, Sales professionals, business development managers, key account executives, and commercial teams working with government or corporate clients.

### METHODOLOGY

Case studies, bid writing exercises, simulated tender responses, role plays, and consultative sales frameworks.

### CONCLUSION

Participants will leave equipped to engage and win large-scale contracts in both B2B and B2G settings, with confidence in handling procurement processes, key stakeholders, and high-value

negotiations.

## DAILY AGENDA

### **Day 1: The Landscape of B2B and B2G Sales**

Explore the key differences and similarities in B2B and B2G sales environments, and how to tailor your approach for each.

### **Day 2: Procurement, RFPs, and Compliance**

Break down tendering processes and compliance protocols for public and corporate sectors.

### **Day 3: Influencing the Decision-Making Unit**

Map and engage internal champions, blockers, and influencers throughout the client organization.

### **Day 4: Winning Proposals and Competitive Bids**

Structure and deliver standout proposals that speak to needs, pain points, and value.

### **Day 5: Selling to Solve: Consultative and Strategic Sales**

Apply frameworks to guide clients toward outcomes, manage long sales cycles, and maintain post-sale relationships.

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*For more information, please contact us:*

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