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VALUE-BASED SELLING FOR HIGH-STAKES DEALS

Start Date:	10/08/2026	**End Date:**	14/08/2026
Categories:	Sales & Customer Service	**Venues:**	Madrid
Formats:	In Person	**Instructors:**	

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

All Supervisory Levels, 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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