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B2B & B2G SALES

Start Date:	26/10/2026	**End Date:**	30/10/2026
Categories:	Sales & Customer Service	**Venues:**	Milan
Formats:	In Person	**Instructors:**	

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.

For more information, please contact us:
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