Garnet
Garnet Global Training Center

GGT-MK-106

Marketing, Sales & Communication

B2B Sales & Consultative Selling

مبيعات الشركات والبيع الاستشاري

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

B2B Sales & Consultative Selling turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Win and keep customers with sharper strategy, selling and communication. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Apply the methods and standards of B2B Sales & Consultative Selling to real tasks.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 B2B Sales & Consultative Selling: principles and standards

- Measurement and ROI
- Measurement and reporting

Day 2 Methods and tools in practice

- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Diagnosis and problem solving

- Brand and positioning
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation

- Digital channels and content
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Sales process and negotiation
- Regional and international case studies

10-day outline

Day 1 B2B Sales & Consultative Selling: principles and standards

- Measurement and ROI
- Measurement and reporting

Day 2 Methods and tools in practice

- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Diagnosis and problem solving

- Brand and positioning
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation

- Digital channels and content
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Sales process and negotiation
- Regional and international case studies

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
17–28 Jan 2027	10-day classroom	Kuwait City	Arabic	8,950
19–23 Apr 2027	5-day classroom	Kuala Lumpur	English	4,750
2–6 Aug 2027	5-day classroom	Istanbul	English	4,750
6–10 Sep 2027	5-day online	Live online	Arabic	2,950
20 Feb – 2 Mar 2028	10-day classroom	Doha	English	8,950
5–9 Mar 2028	5-day classroom	Muscat	English	4,750
19–30 Jun 2028	10-day online	Live online	Arabic	5,450
2–6 Jul 2028	5-day classroom	Cairo	Arabic	4,750
9–20 Apr 2029	10-day classroom	Paris	English	8,950

Dates	Format	City	Language	Fee (USD)
17–21 Jun 2029	5-day classroom	Kuwait City	Arabic	4,750
10–14 Sep 2029	5-day online	Live online	English	2,950
4–8 Nov 2029	5-day classroom	Riyadh	Arabic	4,750
4–15 Feb 2030	10-day online	Live online	English	5,450
4–8 Mar 2030	5-day classroom	Istanbul	English	4,750
16–27 Jun 2030	10-day classroom	Riyadh	Arabic	8,950
5–9 Aug 2030	5-day classroom	Abu Dhabi	Arabic	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/