



London TDM

Customer Service and Sales Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 15 February 2026 To 19 February 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

This 5-day professional course, "B2B vs B2C Sales Approaches," is designed to equip participants with a comprehensive understanding of the fundamental differences and strategies in business-to-business and business-to-consumer sales. Through a combination of theory, best practices, and practical exercises, participants will learn how to tailor their sales tactics to suit different markets. This course is ideal for sales professionals, marketing strategists, and business leaders looking to enhance their sales effectiveness and maximize opportunities within both B2B and B2C sectors.

Objectives

- Understand the key differences between B2B and B2C sales.
- Learn effective sales strategies tailored to B2B and B2C markets.
- Identify and analyze customer needs in different sales contexts.
- Develop skills to build and maintain strong customer relationships.
- Use data and technology to enhance sales processes.

Course Outlines

Day 1: Introduction to B2B and B2C Sales

- Overview of B2B and B2C sales environments.
- Key characteristics and differences.
- Understanding the sales funnel in different contexts.
- The role of emotion and logic in sales decisions.
- Setting the stage for successful sales interactions.

Day 2: Strategies for B2B Sales

- Building long-term relationships and trust.
- Navigating complex sales processes.
- Effective networking and prospecting techniques.
- Customizing solutions for business clients.
- Role of negotiations in closing deals.

Day 3: Strategies for B2C Sales

- Creating a customer-centric sales approach.
- Understanding consumer behavior and decision-making.
- Leveraging emotional appeals in sales.
- Utilizing digital and social media for engagement.
- Importance of brand loyalty and customer satisfaction.

Day 4: Technology and Data in Sales

- Integrating CRM systems for B2B and B2C sales.
- Using data analytics to drive sales strategies.
- Automation tools and their impact on sales efficiency.
- Case studies on successful use of technology in sales.

- Future trends in sales technology.

Day 5: Building a Comprehensive Sales Strategy

- Developing a robust sales plan for B2B or B2C.
- Aligning sales with marketing strategies.
- Measuring success and adapting strategies accordingly.
- Team collaboration and role definition.
- Presentation of participant strategies and feedback.