Strategic SaaS Sales and Tech Solutions Training Course



26 - 30 Oct 2026

LONDON

5900 € (Per Person)

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Course Introduction / Overview:

The global technology and Software-as-a-Service (SaaS) markets are expanding at an unprecedented rate, creating immense opportunities but also fierce competition. To succeed, sales professionals must move beyond traditional tactics and adopt a strategic, value-driven approach. This course is meticulously designed to equip participants with the advanced skills and methodologies required to excel in high-performance tech sales. Drawing on principles from seminal works like "Predictable Revenue" by Aaron Ross, this program provides a comprehensive roadmap for building and scaling a successful sales engine. Participants will delve into the entire B2B sales cycle, from identifying and qualifying high-value leads to navigating complex negotiations and closing enterprise-level deals. At BIG BEN Training Center, we understand that modern tech sales are about building partnerships, not just transactions. Therefore, this training emphasizes solution selling, customer-centric strategies, and the critical SaaS metrics that drive sustainable revenue growth, such as MRR, ARR, and LTV. This course is the definitive guide for professionals aiming to master the art and science of selling complex technology solutions in today's dynamic digital landscape.

Target Audience / This training course is suitable for:

- Sales Development Representatives (SDRs).
- Account Executives (AEs).
- Business Development Managers.
- Sales Managers and Team Leaders.
- Technical Sales Consultants and Pre-Sales Engineers.
- Startup Founders and Co-founders.
- Customer Success Managers involved in expansion revenue.
- Professionals transitioning into a tech or SaaS sales career.

Target Sectors and Industries:

- Software as a Service (SaaS) providers.
- Information Technology and Services.
- Cybersecurity firms.
- Financial Technology (FinTech).
- Healthcare Technology (HealthTech).
- Cloud Computing services.
- Telecommunications.
- Government agencies and public sector organizations procuring technology.

Target Organizations Departments:

- Sales Departments.
- Business Development Departments.
- Marketing Departments.
- Customer Success and Account Management Teams.
- Product Management Departments.
- Executive Leadership and Strategy Teams.

Course Offerings:

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

- Develop a robust go-to-market strategy for SaaS and tech products.
- Master advanced prospecting techniques to build a consistent sales pipeline.
- Implement qualification frameworks like BANT and MEDDIC to focus on high-potential leads.
- Articulate a compelling value proposition that resonates with technical and business stakeholders.
- Execute effective product demonstrations that highlight solutions to customer pain points.
- Navigate complex sales cycles and manage multiple decision-makers.
- Employ sophisticated negotiation tactics and handle common objections with confidence.
- Improve sales forecasting accuracy using data-driven methods and CRM tools.
- Drive expansion revenue through strategic upselling and cross-selling.
- Analyze key SaaS metrics to measure performance and optimize sales processes.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application, ensuring that participants can immediately implement what they learn. This course moves beyond theoretical lectures to create a dynamic, experiential learning environment. We utilize a blend of interactive presentations, expert-led discussions, and in-depth case studies of leading technology companies to illustrate key concepts. A significant portion of the training is dedicated to hands-on workshops, including role-playing scenarios for discovery calls, objection handling, and high-stakes negotiations. Participants will work in collaborative teams on projects that simulate real-world sales challenges, such as developing a sales playbook or a territory plan. This team-based approach fosters peer-to-peer learning and networking. Continuous feedback is a cornerstone of our method, with instructors providing personalized coaching to help each participant refine their skills. The course integrates practical exercises using common sales tools and frameworks, ensuring a learning experience that is both comprehensive and directly applicable to the modern sales professional's daily responsibilities.

Course Agenda (Course Units):

Unit One: The Modern Tech and SaaS Sales Landscape

- Understanding the SaaS business model and key metrics (MRR, ARR, LTV, CAC).
- The evolution of the B2B tech buyer's journey.
- Differentiating between transactional, enterprise, and solution selling.
- Defining your Ideal Customer Profile (ICP) and buyer personas.
- Competitive analysis and market positioning in the tech industry.
- The role of sales enablement in high-performance teams.
- Introduction to the technology sales stack (CRM, Sales Intelligence, Engagement Platforms).

Unit Two: High-Impact Prospecting and Lead Qualification

- Building a strategic prospecting plan for consistent pipeline generation.
- Mastering multi-channel outreach including email, phone, and social selling.
- Crafting compelling messaging that cuts through the noise.
- Advanced lead qualification using the BANT and MEDDIC frameworks.
- Conducting effective initial discovery calls to uncover critical business needs.
- Leveraging sales intelligence tools to identify trigger events and opportunities.
- Transitioning qualified leads smoothly from SDR to Account Executive.

Unit Three: Mastering the Sales Process and Value Demonstration

- Mapping and managing the complex enterprise sales cycle.
- Conducting in-depth needs analysis to understand customer pain points.
- Developing and communicating a powerful and unique value proposition.
- The art of the solution-focused product demonstration.
- Storytelling techniques to create memorable and persuasive sales presentations.
- Managing stakeholder relationships and building consensus within the buying committee.
- Creating customized proposals and statements of work (SOW).

Unit Four: Advanced Negotiation, Objection Handling, and Closing

- The psychology of negotiation in high-value tech sales.
- Preparing a strategic negotiation plan and identifying leverage points.
- Techniques for handling common objections related to price, competition, and timing.
- Frameworks for creating a win-win outcome for both buyer and seller.
- Advanced closing techniques to create urgency and secure commitment.
- Navigating procurement and legal reviews effectively.
- Securing the final signature and managing the post-sale handoff.

Unit Five: Driving Growth, Retention, and Sales Excellence

- The critical link between sales and customer success for retention and growth.
- Identifying and executing upselling and cross-selling opportunities.
- Building a system for generating customer referrals and case studies.
- Utilizing CRM data for accurate sales forecasting and performance analysis.
- Conducting effective pipeline reviews and deal strategy sessions.
- Developing a mindset of continuous improvement and lifelong learning in sales.
- Principles of building and leading a high-performance tech sales team.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the principles of product-led growth fundamentally reshape traditional enterprise sales methodologies in the next decade?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by focusing on the strategic integration of the entire revenue lifecycle, rather than treating sales as an isolated function. While many programs concentrate solely on closing techniques, this course provides a holistic A-to-Z framework that begins with market positioning and Ideal Customer Profile definition and extends through to customer success, upselling, and retention. We emphasize the critical financial and operational metrics unique to the SaaS and tech industries, empowering participants to think like business leaders and articulate value in terms of ROI, LTV, and CAC. The curriculum is built on practical, battle-tested frameworks like MEDDIC, not just abstract theories. Another key differentiator is our heavy reliance on realistic, industry-specific role-playing and case studies, which ensures that participants don't just learn concepts but actively practice and refine their skills in a safe yet challenging environment. The course content is continuously updated to reflect the latest trends, including the impact of AI on sales prospecting and the shift towards value-based selling, ensuring participants leave with relevant, actionable strategies they can implement immediately to drive measurable results.