Public & Private Sector B2B Sales Strategies Training Course



09 - 13 Nov 2026

Vienna

5800 € (Per Person)

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Course Introduction / Overview:

This training course is designed to equip sales professionals with the specialized skills needed to navigate the complex world of both government and private sector business-to-business sales. While both fields require strategic thinking, they operate under different rules, procurement processes, and relationship dynamics. This course provides a comprehensive roadmap for succeeding in both areas, from identifying opportunities to closing high-value contracts. We'll explore core concepts of sales strategy and negotiation, with a focus on adapting techniques to fit the specific demands of each sector. The curriculum incorporates insights from leading academic minds in the field, like Neil Rackham, whose influential work in his book, "SPIN Selling," revolutionized complex sales by focusing on a customer-centric questioning approach. This course will apply its principles to both public and private sector environments. BIG BEN Training Center has developed this program to give participants a distinct advantage by mastering dual-market expertise. Participants will learn how to build long-term relationships, craft compelling proposals, and close deals while navigating the unique challenges of each sector. The goal is to transform sales professionals into strategic advisors who can generate consistent revenue streams from a diverse client base.

Target Audience / This training course is suitable for:

- Sales directors and managers.
- Business development executives.
- Account managers and key account holders.
- Proposal and bid writers.
- Government relations specialists.
- Sales professionals target corporate clients.
- Strategic planners.
- Entrepreneurs and small business owners.

Target Sectors and Industries:

- Technology and software.
- Defense and aerospace.
- Construction and engineering.
- Professional services and consulting.
- Healthcare and medical equipment.
- Financial services.
- Telecommunications.
- Government agencies and their equivalents.

Target Organizations Departments:

- Sales and business development.
- Government and public affairs.
- Marketing and corporate communications.
- Legal and compliance.
- Contract and procurement management.
- Strategic planning.
- Finance and administration.

Course Offerings:

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

- Differentiate between government and private sector procurement processes.
- Develop tailored sales strategies for each market.
- Identify and qualify high value leads in both sectors.
- Craft persuasive proposals and winning bids.
- Build and maintain long-term relationships with key stakeholders.
- Master negotiation techniques for complex contracts.
- Navigate legal and ethical considerations specific to public sector sales.
- Use market intelligence to identify new contract opportunities.
- Manage the sales cycle from initial contact to contract close.
- Create a scalable sales pipeline for both government and private clients.

Course Methodology:

This training course is built on an immersive and practical methodology that goes beyond theory to provide real-world skills. The program is centered on a series of interactive case studies, allowing participants to analyze and solve complex sales scenarios from both public and private sectors. We will use a workshop format to facilitate group discussions, peer-to-peer learning, and the development of collaborative sales strategies. A significant portion of the course involves role-playing exercises, where attendees will practice key skills, such as conducting needs-based conversations, presenting value propositions, and negotiating terms. The curriculum is designed to be highly engaging, with live Q&A sessions and expert feedback on individual challenges. The goal is not just to teach sales tactics but to help participants develop a strategic mindset for navigating different organizational cultures and procurement landscapes. BIG BEN Training Center has created this program to ensure that participants leave with a toolkit of proven strategies and the confidence to apply them to secure valuable contracts in both the public and private markets.

Course Agenda (Course Units):

Unit One: Understanding the Public and Private Sector Sales Landscape.

- Key differences in sales cycles and decision-making.
- Navigating government procurement rules and regulations.
- Understanding the budget and funding processes in both sectors.
- Identifying key stakeholders and influencers.
- The role of lobbying and government relations.
- Building your sales strategy for each market.
- Ethical considerations in dealing with public and private clients.

Unit Two: Strategic Account Planning and Prospecting.

- Developing a targeted prospecting plan for public and private clients.
- Conducting thorough research on organizations and key contacts.
- Identifying opportunities and responding to RFPs and RFQs.
- Crafting a compelling value proposition for each sector.
- Using data and analytics to qualify leads.
- Building a strong pipeline of potential contracts.
- Leveraging your network for introductions and referrals.

Unit Three: Proposal Writing and Negotiation.

- Structuring a winning proposal for government and corporate bids.
- Developing clear, persuasive, and compliant proposals.
- Mastering negotiation techniques for different client types.
- Handling objections and closing strategies.
- Managing contract terms and conditions.
- Building consensus among multiple decision-makers.
- Best practices for final contract review.

Unit Four: Relationship Management and Post-Sale Success.

- Building long-term, trusted advisor relationships.
- Managing post-contract implementation and satisfaction.
- Creating a strategy for upselling and cross-selling.
- Conducting regular performance reviews with clients.
- Gathering and using client feedback to improve service.
- Managing stakeholder expectations throughout the relationship.
- The importance of continuous communication and support.

Unit Five: Scaling Your Sales Efforts.

- Building a robust sales team for both public and private sectors.
- Using technology to automate and streamline the sales process.
- Measuring and analyzing sales performance metrics.
- Adapting to market changes and new regulations.
- Developing a consistent brand and reputation.
- Future trends in B2B sales.
- Sustaining growth and revenue from a diverse client portfolio.

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:

Given the fundamental differences in their procurement processes, how can a single sales team effectively balance the need for relationship-based selling in the private sector with the rule-driven, compliance-heavy approach required for government contracts?

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

This training course provides a truly unique value by addressing the distinct challenges of selling to both the public and private sectors in a single, comprehensive program. Most sales training focuses on one area, but our curriculum recognizes that modern businesses must often succeed in both. We provide a strategic framework for understanding the fundamental differences in procurement, client motivations, and ethical requirements, allowing professionals to develop a nuanced and flexible sales approach. The course is grounded in proven methodologies from academic experts like Neil Rackham, whose work on strategic questioning is directly applied to real-world scenarios. We use highly interactive case studies and role-playing to ensure participants gain practical, hands-on experience in adapting their pitch, navigating complex negotiations, and building long-term relationships in both environments. This dual-market expertise is a rare and valuable asset. BIG BEN Training Center has designed this program to empower professionals to not only secure a wider range of contracts but also to build a resilient and diversified revenue stream for their organizations, making them indispensable assets in any business.