
B2B Sales Excellence

1 – 5 February 2027
Madrid





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Ref: 1606_4693 **Date:** 1 – 5 February 2027 **Location:** Madrid **Fees:** 4800 GBP

B2B Sales Excellence is a 1-week senior B2B sales course delivered by Mars Training Centre in Europe and the Gulf — in London, Dubai, Munich, Prague, and Doha — designed for senior B2B sellers, account directors, and commercial leaders who close complex deals to corporate, government, and enterprise customers.

B2B selling has changed faster than any other commercial discipline. Buying committees have grown larger, procurement has tightened, the digital research phase now consumes most of the buyer's journey before a seller is involved, and customers increasingly expect insight rather than information. The senior B2B seller is no longer a pitch artist — they are a structured commercial advisor with method, evidence, and discipline.

Across five focused days, you will work through the full senior B2B sales discipline: understanding the modern buyer, qualifying opportunities, building insight-led propositions, navigating procurement, leading complex negotiations, and closing with discipline. The programme uses case material from British, European, and Middle Eastern markets and is built around the real deals delegates bring with them.

What You Will Learn

By the end of this programme, you will be able to:

- Apply a structured B2B sales methodology to your active deals.
- Map a complex buying centre and influence multi-stakeholder decisions.
- Qualify opportunities honestly using validated qualification tools.
- Build insight-led value propositions that procurement cannot dismiss.
- Lead structured discovery conversations at senior customer level.
- Quantify customer value in financial terms the CFO will accept.
- Navigate procurement-led processes without losing commercial control.
- Lead complex commercial negotiations to a disciplined close.
- Manage long, multi-stage B2B sales cycles with rigour.
- Diagnose and rescue stalled deals using structured intervention.

How You Will Benefit

You will leave with a senior B2B seller's playbook — qualification, discovery, value, negotiation, close — and a Mars Certificate of Completion.

Your organisation will gain a senior seller who can shorten cycles, improve win rates, and bring evidence-led discipline to complex opportunities.



Who This Programme Is For

This programme is designed for senior B2B sales and commercial professionals, including:

- Senior B2B Sales Executives and Account Directors
- Enterprise Account Managers and Major Account Sellers
- Business Development Directors and Heads of Business Development
- Solution Sales Specialists in technology, engineering, and professional services
- Commercial Managers in industrial and infrastructure sectors
- Senior Public-Sector Sales Managers
- Sales-team leaders responsible for high-value pursuits

The seniority floor is senior manager and above. The programme is delivered in person over one week in London, Dubai, Munich, Prague or Doha and leads to a Mars Certificate of Completion.