

**MSS SUCCESS SPACES**

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## B2B SALES AND BUSINESS DEVELOPMENT TRAINING IN THE PHILIPPINES

**A 1-Day Practical Training Program on Identifying Business Opportunities, Engaging Organizational Buyers, Creating Customer Value, Developing Accounts, and Building a Sustainable B2B Sales Pipeline**

### TRAINING OVERVIEW

Business-to-business selling requires more than presenting a product, sending a proposal, or persuading one contact person to buy.

In a B2B environment, purchasing decisions may involve several stakeholders, longer sales cycles, technical and commercial requirements, formal approval processes, budget considerations, operational risks, competing priorities, and expectations of measurable business value.

A seller may need to engage users, influencers, technical evaluators, procurement personnel, finance representatives, department heads, executives, and final decision-makers before an opportunity can move forward.

This 1-day **B2B Sales Training in the Philippines** is designed for sales professionals, account executives, business development officers, technical sellers, solutions consultants, entrepreneurs, relationship managers, and employees responsible for acquiring organizational customers and developing new business opportunities.

The program addresses common B2B sales and business development challenges such as:

- Difficulty identifying the right industries, companies, and accounts
- Contacting people who do not influence or approve purchasing decisions
- Sending generic messages that fail to create interest
- Presenting products before understanding the customer's business
- Depending too heavily on one contact person
- Failing to recognize all stakeholders involved in the buying process
- Weak discovery and needs-analysis conversations
- Inability to communicate measurable business value
- Difficulty differentiating from competitors
- Long sales cycles with unclear next steps
- Proposals that describe features but do not build a business case
- Poor coordination between Sales, Marketing, Operations, and technical teams
- Inconsistent follow-up and opportunity management
- Confusing sales activity with actual business development progress
- Weak sales-pipeline visibility and forecasting
- Excessive dependence on discounts to win business

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This practical **Selling in B2B Training in the Philippines** helps participants understand how organizational customers identify needs, evaluate suppliers, manage risks, build internal support, and approve purchasing decisions.

It also serves as a structured **B2B Business Development Training in the Philippines** by teaching participants how to identify markets, develop strategic relationships, explore partnerships, create opportunities, penetrate target accounts, and convert business potential into qualified sales opportunities.

Rather than focusing only on immediate transactions, the program develops participants' ability to:

- Understand the customer's industry and business situation
- Define attractive markets and ideal B2B customer profiles
- Identify and prioritize target accounts
- Map organizational stakeholders and buying roles
- Initiate relevant business conversations
- Diagnose operational, financial, technical, and strategic needs
- Create customer-centered value propositions
- Develop credible business cases
- Mobilize support within the customer organization
- Coordinate internal resources around complex opportunities
- Advance opportunities through clearly agreed next steps
- Build long-term, mutually beneficial business relationships

Organizations searching for **Developing Business in B2B Training in the Philippines** or a broader **Business Development Training in the Philippines** may use this program to strengthen both customer acquisition and strategic business-growth capabilities.

Using the MSS EnterTRAINment approach, participants complete account-targeting exercises, buying-center maps, business-development opportunity scans, discovery conversations, value-proposition workshops, B2B selling simulations, opportunity-strategy exercises, and personal action planning.

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## TRAINING GOAL

To equip participants with a structured and practical B2B sales and business development process that enables them to identify attractive opportunities, engage organizational buyers, understand complex customer needs, create measurable value, develop strategic relationships, advance sales opportunities, and build a sustainable business pipeline.

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## TRAINING OBJECTIVES

By the end of the program, participants will be able to:

1. Explain the distinguishing characteristics of B2B sales and business development



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2. Differentiate B2B selling from consumer, retail, and transactional selling
3. Distinguish sales, marketing, account management, and business development responsibilities
4. Define attractive business markets and ideal B2B customer profiles
5. Identify and prioritize industries, organizations, territories, and target accounts
6. Recognize market signals, business triggers, and potential growth opportunities
7. Map the organizational buying center and identify relevant stakeholders
8. Understand the roles of users, influencers, technical evaluators, gatekeepers, procurement personnel, economic buyers, approvers, champions, and blockers
9. Initiate relevant and professional B2B conversations
10. Conduct customer discovery and needs-analysis discussions
11. Identify operational, financial, technical, strategic, and relationship needs
12. Connect products, services, and solutions with measurable customer outcomes
13. Develop differentiated B2B value propositions
14. Build a basic business case for a proposed solution
15. Manage multistakeholder and longer-cycle sales opportunities
16. Establish appropriate next steps and maintain opportunity momentum
17. Coordinate internal resources in support of B2B opportunities
18. Evaluate and prioritize sales opportunities more effectively
19. Monitor practical B2B sales and business development indicators
20. Develop a 30-day B2B Sales and Business Development Action Plan

## TRAINING OUTLINE

### One-Day B2B Sales and Business Development Training Program

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
8:00–10:00 AM	<p><b>MODULE 1: UNDERSTANDING B2B SALES AND IDENTIFYING ATTRACTIVE BUSINESS OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Understanding business-to-business selling</li> <li>• B2B sales versus B2C, retail, and transactional selling</li> <li>• Why B2B buying decisions may be more complex</li> <li>• Longer sales cycles, multiple stakeholders, higher risks, and formal approval processes</li> <li>• Sales versus business development</li> </ul>	<p><b>B2B Sales Reality Check</b></p> <p>Participants evaluate their current sales process, target markets, opportunity sources, and common barriers.</p> <p><b>Ideal B2B Customer Profile Workshop</b></p> <p>Participants define the industries, organizations, operating situations, and characteristics of customers most likely to benefit from their offer.</p> <p><b>Business Opportunity Scan</b></p>

	<ul style="list-style-type: none"> <li>• Business development versus marketing and account management</li> <li>• New customer acquisition, market development, account penetration, partnerships, and opportunity creation</li> <li>• Understanding the customer’s business model and value chain</li> <li>• Identifying attractive industries, segments, territories, and account types</li> <li>• Defining an ideal B2B customer profile</li> <li>• Evaluating customer fit, potential value, accessibility, urgency, and strategic relevance</li> <li>• Recognizing business triggers and reasons for customer action</li> <li>• Business expansion, new projects, leadership changes, regulatory developments, operational issues, and supplier changes</li> <li>• Building and prioritizing a target-account list</li> <li>• Avoiding indiscriminate targeting and low-value opportunities</li> <li>• Developing a strategic B2B seller and business developer mindset</li> </ul>	<p>Teams identify potential market, account, partnership, expansion, and problem-solving opportunities.</p> <p><b>Output:</b> B2B Market and Target Account Opportunity Map</p>
<p><b>10:00–10:15 AM</b></p>	<p style="text-align: center;"><b>Morning Break</b></p>	
<p><b>10:15 AM–12:00 NN</b></p>	<p><b>MODULE 2: ENGAGING ORGANIZATIONAL BUYERS AND NAVIGATING THE B2B BUYING CENTER</b></p> <ul style="list-style-type: none"> <li>• Understanding how organizations make purchasing decisions</li> <li>• Recognizing that one contact person may not represent the entire buying organization</li> <li>• Identifying the customer’s buying process and approval stages</li> <li>• Mapping organizational stakeholders and relationships</li> <li>• Users, influencers, gatekeepers, technical evaluators, procurement</li> </ul>	<p><b>Buying-Center Mapping Challenge</b></p> <p>Participants map the users, influencers, evaluators, decision-makers, approvers, champions, and blockers within a sample or actual account.</p> <p><b>Stakeholder Perspective Exercise</b></p> <p>Teams identify what different customer stakeholders may value, fear, question, or require.</p> <p><b>B2B Opening Conversation Laboratory</b></p> <p>Participants create and practice relevant</p>

	<p>personnel, finance, economic buyers, approvers, and executives</p> <ul style="list-style-type: none"> <li>• Identifying internal champions, neutral stakeholders, and potential blockers</li> <li>• Formal authority versus informal influence</li> <li>• Understanding stakeholder priorities, concerns, and success measures</li> <li>• Developing multilevel and cross-functional customer relationships</li> <li>• Avoiding overdependence on a single contact</li> <li>• Researching the account, industry, stakeholders, and possible business situation</li> <li>• Initiating relevant B2B conversations through referrals, calls, email, LinkedIn, networking, events, and partnerships</li> <li>• Creating prospect-centered opening messages</li> <li>• Communicating a reason for conversation without immediately delivering a product pitch</li> <li>• Handling gatekeepers and access challenges professionally</li> <li>• Securing an appropriate discovery meeting</li> <li>• Agreeing on a meaningful next step</li> </ul>	<p>introductory messages for calls, emails, referrals, networking, and professional online outreach.</p> <p><b>Output:</b> B2B Buying-Center and Stakeholder Engagement Map</p>
<p><b>12:00 NN–1:00 PM</b></p>	<p style="text-align: center;"><b>Lunch Break</b></p>	
<p><b>1:00–3:00 PM</b></p>	<p><b>MODULE 3: DISCOVERING BUSINESS NEEDS AND CREATING A COMPELLING B2B VALUE PROPOSITION</b></p> <ul style="list-style-type: none"> <li>• Moving from product presentation to business diagnosis</li> <li>• Understanding the customer before recommending a solution</li> <li>• Preparing for a B2B discovery conversation</li> <li>• Exploring the customer’s current situation, priorities, processes, problems,</li> </ul>	<p><b>B2B Discovery Question Builder</b></p> <p>Participants develop questions for understanding the customer’s situation, problems, impact, priorities, decision process, and desired outcomes.</p> <p><b>Discovery Conversation Simulation</b></p> <p>Participants conduct a structured customer conversation and practice listening, probing, clarifying, and confirming needs.</p>



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	<p>and goals</p> <ul style="list-style-type: none"> <li>• Identifying operational, financial, technical, strategic, compliance, and relationship needs</li> <li>• Understanding the impact of the customer’s current situation</li> <li>• Quantifying costs, delays, risks, inefficiencies, lost opportunities, and other business consequences</li> <li>• Distinguishing stated requirements from underlying business needs</li> <li>• Asking purposeful discovery and follow-up questions</li> <li>• Listening for facts, priorities, concerns, decision criteria, and stakeholder interests</li> <li>• Avoiding interrogative, leading, or premature solution questions</li> <li>• Confirming and prioritizing customer needs</li> <li>• Translating features and capabilities into customer outcomes</li> <li>• Developing a B2B value proposition</li> <li>• Differentiating the offer based on relevance rather than unsupported claims</li> <li>• Connecting value with revenue, savings, productivity, quality, speed, compliance, risk reduction, customer experience, or strategic goals</li> <li>• Creating proof through demonstrations, examples, data, credentials, references, and case evidence</li> <li>• Building a basic customer business case</li> <li>• Aligning value with the priorities of different stakeholders</li> </ul>	<p><b>Feature-to-Business-Value Challenge</b></p> <p>Teams translate products, services, and organizational capabilities into measurable customer outcomes.</p> <p><b>Output:</b> B2B Discovery and Customer Value Proposition Canvas</p>
<p><b>3:00–3:15 PM</b></p>	<p style="text-align: center;"><b>Afternoon Break</b></p>	
<p><b>3:15–5:00 PM</b></p>	<p><b>MODULE 4: ADVANCING B2B OPPORTUNITIES AND BUILDING A SUSTAINABLE BUSINESS PIPELINE</b></p>	<p><b>Pursue, Nurture, or Disqualify?</b></p> <p>Participants evaluate B2B opportunities and determine the appropriate strategy and next</p>

- Understanding the stages of a B2B sales opportunity
- Lead, prospect, qualified opportunity, proposal, negotiation, commitment, and implementation
- Determining whether an opportunity is worth pursuing
- Evaluating customer fit, business need, stakeholder access, urgency, resources, competition, and probability
- Identifying the customer's decision criteria and approval process
- Understanding commercial, technical, operational, procurement, and legal requirements
- Developing an opportunity strategy
- Identifying the actions required to move the opportunity forward
- Building support among multiple customer stakeholders
- Strengthening an internal champion without becoming dependent on one person
- Coordinating Sales, Marketing, Operations, Finance, Technical, Customer Service, and management support
- Preparing customer-centered proposals and presentations
- Linking proposed solutions with business outcomes and decision criteria
- Establishing clear mutual next steps
- Maintaining momentum during long sales cycles
- Following up with relevance and purpose
- Managing stalled opportunities and customer indecision
- Recognizing when to advance, nurture, pause, escalate, or disqualify an opportunity
- Maintaining accurate sales-pipeline information

action.

### **Opportunity Advancement Challenge**

Teams develop an approach for moving a complex opportunity involving several customer stakeholders and requirements.

### **B2B Growth Action Planning Workshop**

Participants identify target accounts, stakeholder actions, discovery conversations, value-development tasks, and pipeline goals.

### **Final Outputs:**

1. B2B Opportunity Advancement Plan
2. Personal 30-Day B2B Sales and Business Development Action Plan



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|  | <ul style="list-style-type: none"><li>• Monitoring opportunity movement, conversion, value, and forecast confidence</li><li>• Balancing immediate sales activity with long-term business development</li><li>• Establishing daily, weekly, and monthly business development routines</li></ul> |  |
|--|--|--|

## TRAINING METHODOLOGY

The program uses the MSS EnterTRAINment approach, combining practical instruction, active participation, realistic B2B situations, collaborative problem-solving, and enjoyable experiential learning.

The methodology includes:

- Interactive lecturettes and facilitated discussions
- B2B sales and business development self-assessment
- Market and opportunity scanning
- Ideal customer profile development
- Target-account prioritization
- Customer value-chain analysis
- Buying-center and stakeholder mapping
- B2B outreach-message development
- Customer discovery exercises
- Consultative questioning and listening practice
- Business-impact analysis
- Value-proposition development
- Business-case exercises
- Complex opportunity simulations
- Sales-pipeline and opportunity-review activities
- Cross-functional coordination challenges
- Peer observation and structured feedback
- Facilitator coaching and guided debriefing
- Personal B2B business development action planning

The program may be customized using the organization's actual:

- Products and services
- Target industries
- Market segments
- Customer profiles
- Buying processes
- Sales cycles
- Stakeholder structures

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- Competitors
- Business development priorities
- Partnerships and channels
- Common customer challenges
- Proposal requirements
- Pipeline stages and performance measures

## KEY PROGRAM DESIGN STRENGTHS

- Integrates B2B sales and business development into one coherent process
- Addresses both immediate sales opportunities and long-term market development
- Helps participants identify attractive markets and accounts
- Develops a clearer ideal B2B customer profile
- Strengthens understanding of complex organizational buying behavior
- Builds multistakeholder and buying-center management skills
- Prevents overdependence on a single customer contact
- Moves sellers from product pitching to customer-business diagnosis
- Strengthens discovery, questioning, listening, and business-impact analysis
- Connects product and service capabilities with measurable customer outcomes
- Develops practical B2B value propositions and business cases
- Improves opportunity qualification and prioritization
- Strengthens coordination among sales and internal support functions
- Helps participants maintain momentum during longer sales cycles
- Produces practical tools and action plans that can be used immediately
- Applicable to products, services, projects, technical solutions, consulting, technology, distribution, manufacturing, and professional services

## WHO SHOULD ATTEND

This B2B Sales and Business Development Training Program is suitable for:

- B2B sales representatives
- Sales executives
- Account executives
- Account managers
- Key account managers
- Business development officers
- Business development managers
- Corporate account officers
- Institutional account officers
- Territory sales personnel
- Technical sales professionals

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- Solutions consultants
- Relationship managers
- Channel and partnership managers
- Customer success professionals with growth responsibilities
- Sales supervisors and managers
- Entrepreneurs and business owners
- Professionals responsible for generating, developing, or converting organizational business opportunities

## EXPECTED TRAINING OUTPUTS

At the end of the program, participants will produce:

### 1. B2B Market and Target Account Opportunity Map

A practical assessment of target industries, customer segments, account characteristics, market triggers, and priority opportunities.

### 2. B2B Buying-Center and Stakeholder Engagement Map

A visual guide identifying the customer's users, influencers, evaluators, gatekeepers, decision-makers, approvers, champions, and blockers.

### 3. B2B Discovery and Customer Value Proposition Canvas

A structured tool covering the customer's situation, needs, business impact, priorities, desired outcomes, proposed value, differentiation, and supporting evidence.

### 4. B2B Opportunity Advancement Plan

A practical strategy covering stakeholders, decision requirements, risks, actions, internal support, next steps, and opportunity milestones.

### 5. Personal 30-Day B2B Sales and Business Development Action Plan

A focused plan containing target accounts, relationship-building activities, customer conversations, opportunity-development actions, pipeline goals, and performance commitments.

## WHAT IS B2B SALES?

B2B sales refers to selling products, services, systems, projects, or solutions from one organization to another organization.

Unlike many consumer transactions, B2B sales may involve:

- Several decision-makers and influencers
- Technical and operational evaluation
- Procurement and vendor-accreditation requirements



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- Budget and financial approval
- Formal proposals and presentations
- Longer decision timelines
- Contract and legal review
- Higher perceived risk
- Implementation and service requirements
- Expectations of measurable organizational value

B2B sellers must understand both the business need and the internal decision process.

## WHAT IS BUSINESS DEVELOPMENT?

Business development is the systematic identification, creation, and development of opportunities that can help an organization grow.

It may include:

- Entering new markets
- Identifying new customer segments
- Developing target accounts
- Creating strategic partnerships
- Building referral and distribution channels
- Expanding existing relationships
- Developing new applications for products or services
- Identifying unmet customer needs
- Creating new revenue opportunities
- Strengthening the organization's market position

Business development is broader than immediately closing a sale. It creates the conditions, relationships, and opportunities from which sustainable revenue may develop.

## B2B SALES VERSUS BUSINESS DEVELOPMENT

B2B Sales	Business Development
Converts qualified opportunities into customers and revenue	Identifies and develops markets, relationships, and opportunities
Often focuses on active sales opportunities	May operate before a formal sales opportunity exists
Conducts discovery, solution presentation, proposals, negotiation, and closing	Explores market gaps, partnerships, target accounts, and growth possibilities



Works within the established offer and sales process	May help shape new solutions, channels, and market approaches
Measures opportunity conversion and revenue	Measures opportunity creation, market access, partnerships, and pipeline development
Usually works directly with buyers	May engage buyers, partners, influencers, associations, and market stakeholders
Focuses heavily on progressing individual opportunities	Focuses on developing the broader conditions for growth

The two functions should support each other. Business development creates and develops opportunities, while sales converts appropriate opportunities into revenue and customer relationships.

## B2B SALES VERSUS B2C SALES

B2B Sales	B2C Sales
Sells to organizations	Sells primarily to individual consumers
May involve several stakeholders	Often involves one buyer or household
Usually has a longer sales cycle	Frequently has a shorter buying cycle
May require technical, financial, and operational evaluation	Often relies more heavily on individual needs and preferences
Uses proposals, business cases, contracts, and formal approvals	May use standard offers and simpler transactions
Focuses on organizational outcomes	Focuses mainly on personal or household outcomes
May involve customization and implementation	Often involves more standardized products or services
Requires account and stakeholder management	May focus more directly on individual customer engagement

Some selling environments contain both B2B and B2C characteristics.

## THE B2B SALES AND BUSINESS DEVELOPMENT PROCESS

### 1. Define the Market

Identify:

- Priority industries
- Customer segments
- Geographic territories



- Organizational characteristics
- Business situations
- Positive-fit indicators
- Poor-fit indicators

## 2. Identify Opportunities

Look for:

- Customer problems
- Market gaps
- Operational inefficiencies
- Expansion projects
- New regulations
- Technology changes
- Supplier dissatisfaction
- Emerging business requirements
- Partnership possibilities
- New applications for existing capabilities

## 3. Select Target Accounts

Evaluate:

- Customer fit
- Potential value
- Strategic relevance
- Accessibility
- Need
- Timing
- Competitive position
- Ability to serve

## 4. Research the Account

Understand:

- Business model
- Market position
- Industry pressures
- Strategic priorities
- Current processes
- Existing suppliers
- Relevant stakeholders
- Possible business triggers

## 5. Initiate the Conversation

Use a relevant and professional message that:

- Demonstrates awareness of the customer's context
- Provides a credible reason to engage
- Focuses on possible business value
- Avoids an immediate generic product pitch
- Requests an appropriate next step

## 6. Conduct Discovery

Explore:

- Current situation
- Business problems
- Desired outcomes
- Operational and financial impact
- Decision criteria
- Stakeholders
- Timing
- Resources
- Risks and alternatives

## 7. Create the Value Proposition

Connect the proposed solution with:

- Revenue improvement
- Cost reduction
- Productivity
- Quality
- Speed
- Reliability
- Risk reduction
- Compliance
- Customer experience
- Strategic advantage

## 8. Develop the Opportunity

Build support by:

- Engaging relevant stakeholders
- Addressing technical and commercial requirements
- Developing a business case
- Coordinating internal resources

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- Providing evidence and proof
- Confirming the decision process

## 9. Advance the Decision

Agree on:

- Next actions
- Required information
- Stakeholder meetings
- Demonstrations
- Proposal requirements
- Evaluation milestones
- Commercial discussions
- Decision dates

## 10. Review and Improve

Monitor:

- Target accounts engaged
- Meetings secured
- Opportunities qualified
- Stakeholders accessed
- Proposals submitted
- Sales-cycle movement
- Conversion rates
- Pipeline value
- Revenue generated
- Lessons for improvement

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## THE B2B BUYING CENTER

A B2B purchasing decision may include several stakeholder roles.

### User

The person or group that will directly use the product, service, system, or solution.

### Influencer

A person whose expertise, experience, recommendation, or opinion affects the decision.

### Gatekeeper

A stakeholder who controls access to information, meetings, processes, or decision-makers.

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**Technical Evaluator**

The person who assesses technical suitability, quality, security, compliance, functionality, or operational fit.

**Procurement Representative**

The stakeholder responsible for sourcing procedures, supplier requirements, commercial terms, and procurement compliance.

**Economic Buyer**

The person who controls or authorizes the financial decision.

**Approver**

An individual or committee that provides formal approval.

**Champion**

A customer stakeholder who believes in the proposed value and supports the opportunity within the organization.

**Blocker**

A stakeholder who resists the solution, supplier, change, cost, or proposed approach.

An effective B2B seller develops appropriate relationships across the buying center rather than depending on one person.

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**B2B CUSTOMER DISCOVERY AREAS**

A meaningful discovery conversation may explore:

**Business Situation**

- What is currently happening?
- What business priorities are receiving attention?
- What has recently changed?

**Problems and Needs**

- What is not working as expected?
- Where are delays, risks, costs, errors, or lost opportunities occurring?

**Impact**

- How does the situation affect revenue, cost, productivity, quality, risk, employees, or customers?

**Desired Outcomes**

- What result does the customer want?
- How will success be measured?

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**Stakeholders**

- Who is affected by the situation?
- Who will evaluate, influence, approve, and implement the decision?

**Decision Criteria**

- What factors will be used to compare possible solutions or suppliers?

**Timing**

- Why might the customer act now?
- What happens when action is delayed?

**Resources**

- What financial, human, technical, and operational resources may be required?

**Alternatives**

- What is the customer doing today?
- What competing solutions or suppliers are being considered?

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**B2B VALUE PROPOSITION**

A strong B2B value proposition explains:

1. **Who the customer is**
2. **What meaningful business issue or opportunity exists**
3. **What outcome the customer wants**
4. **How the proposed solution helps achieve that outcome**
5. **Why the approach is relevant and differentiated**
6. **What evidence supports the proposed value**

A B2B value proposition should not consist only of statements such as:

- “We provide high-quality service.”
- “We are customer-focused.”
- “We offer competitive prices.”
- “We are a trusted company.”

These claims become meaningful only when they are connected with the customer’s priorities, supported by evidence, and translated into measurable business outcomes.

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**DEVELOPING A B2B BUSINESS CASE**

A basic business case may include:

- Current business situation
- Identified problem or opportunity

- Impact of maintaining the status quo
- Desired outcome
- Proposed solution
- Expected benefits
- Estimated costs and resources
- Risks and mitigation measures
- Implementation requirements
- Performance indicators
- Recommended next step

A business case helps different stakeholders understand why the proposed action deserves organizational attention and resources.

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## **B2B BUSINESS DEVELOPMENT OPPORTUNITIES**

Business development may come from:

- New industries or market segments
- Geographic expansion
- New target accounts
- Customer referrals
- Strategic partnerships
- Distribution or reseller arrangements
- Industry associations and chambers
- Government and institutional opportunities
- Customer reactivation
- Account expansion
- Cross-selling and upselling
- Complementary products and services
- New customer applications
- Bundled solutions
- Joint projects
- Webinars, conferences, and business events
- Thought leadership and content
- Technology and market changes
- New regulatory or compliance requirements

The most attractive opportunities are those that align customer needs with the organization's capacity, expertise, strategy, and commercial goals.

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## **B2B OPPORTUNITY QUALIFICATION**

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Participants will learn to evaluate opportunities according to:

**Customer Fit**

Does the organization match the intended market and service capability?

**Business Need**

Is there a meaningful problem, opportunity, requirement, or desired outcome?

**Impact**

Is the issue important enough to justify organizational action?

**Stakeholder Access**

Can the seller engage the people who influence, evaluate, approve, and implement the decision?

**Priority and Timing**

Is the opportunity sufficiently important and timely?

**Resources**

Can the customer mobilize the budget, people, technology, and operational support required?

**Competitive Position**

Does the seller have a credible advantage or opportunity to create one?

**Commercial Value**

Is the opportunity worth the time, cost, effort, and organizational resources required?

**Probability**

Is there a realistic path toward a customer decision?

An opportunity should not remain indefinitely in the sales pipeline without evidence of progress.

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**COMMON B2B SALES AND BUSINESS DEVELOPMENT MISTAKES**

Participants may weaken results when they:

- Target every organization without clear selection criteria
- Focus only on large companies rather than suitable companies
- Contact the wrong stakeholder
- Depend entirely on one customer contact
- Begin with a lengthy company introduction
- Present solutions before diagnosing the situation
- Ask surface-level questions
- Focus entirely on product features

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- Ignore the customer's internal decision process
- Fail to quantify business impact
- Submit proposals without stakeholder support
- Send generic follow-up messages
- Confuse friendliness with opportunity progress
- Keep unqualified opportunities in the pipeline
- Ignore competitors and the status quo
- Fail to coordinate internal resources
- Give discounts without first establishing value
- Leave meetings without agreed next actions
- Focus on short-term transactions rather than sustainable relationships
- Measure activity without measuring opportunity quality and conversion

## **B2B SALES AND BUSINESS DEVELOPMENT PERFORMANCE MEASURES**

Organizations may monitor:

- Priority accounts identified
- Target accounts researched
- New stakeholder contacts developed
- B2B conversations initiated
- Discovery meetings conducted
- Qualified opportunities created
- Opportunity pipeline value
- Average opportunity size
- Stakeholder coverage per account
- Proposals submitted
- Proposal-to-sale conversion
- Average sales-cycle length
- Opportunities advanced by stage
- Opportunities stalled or disqualified
- Forecast accuracy
- New customers acquired
- Revenue from new business
- Revenue from account expansion
- Partnership opportunities developed
- Customer acquisition cost
- Win rate
- Reasons for wins and losses

Measures should balance activity, opportunity quality, relationship development, pipeline movement, conversion, and revenue.

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## **ETHICAL B2B SELLING AND BUSINESS DEVELOPMENT PRINCIPLES**

Professional B2B sellers and business developers should:

- Represent products, services, capabilities, and results accurately
- Avoid misleading claims and unsupported promises
- Protect confidential customer and organizational information
- Respect procurement, legal, regulatory, and compliance requirements
- Avoid conflicts of interest and improper influence
- Recommend solutions that genuinely fit the customer's needs
- Clarify important limitations, risks, and responsibilities
- Avoid manufacturing false urgency
- Maintain accurate records, proposals, and agreements
- Respect customer decisions and communication preferences
- Coordinate commitments internally before making promises
- Protect the long-term relationship rather than pursue revenue at any cost

## **WHAT THIS PROGRAM IS NOT**

This program is not limited to:

- Cold calling
- Product pitching
- Sending company profiles
- Collecting business cards
- Attending networking events
- Preparing proposals
- Offering discounts
- Building social-media connections
- Entertaining clients
- Maintaining a large but unqualified pipeline
- Repeating memorized selling scripts
- Focusing only on immediate sales targets

It is a structured approach to identifying business opportunities, understanding organizational buyers, creating customer value, developing relationships, managing complex opportunities, and building sustainable B2B growth.

## **WHY B2B SALES AND BUSINESS DEVELOPMENT TRAINING MATTERS**

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Organizations cannot depend entirely on existing customers, occasional referrals, incoming inquiries, or short-term sales campaigns.

They need professionals who can deliberately identify where growth may come from and systematically develop those possibilities into qualified opportunities and customer relationships.

A practical **B2B Sales and Business Development Training in the Philippines** helps participants move from:

- General markets to clearly defined target accounts
- Product pitching to customer-business understanding
- Single-contact selling to multistakeholder engagement
- Features and claims to measurable business value
- Random outreach to strategic opportunity development
- Unqualified leads to credible sales opportunities
- Supplier-centered proposals to customer-centered business cases
- Passive follow-up to agreed mutual next steps
- Individual selling effort to cross-functional coordination
- Short-term transactions to sustainable business relationships

## COMMON B2B SALES AND BUSINESS DEVELOPMENT TRAINING TOPICS

The program may include or be customized around:

- B2B sales fundamentals
- Selling in B2B
- B2B business development
- Developing business in B2B
- Business opportunity identification
- Market and customer segmentation
- Ideal B2B customer profiling
- Target-account selection
- Account-based selling
- Organizational buying behavior
- Buying-center mapping
- Stakeholder engagement
- Decision-maker identification
- B2B prospecting
- Business networking
- Partnership development
- Customer discovery
- Consultative B2B selling
- B2B value propositions
- Business-case development
- Solution selling
- Complex sales management

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- Opportunity qualification
- Proposal development
- B2B pipeline management
- Long sales-cycle management
- New customer acquisition
- Account penetration and expansion
- Business development action planning

## RECOMMENDED FOLLOW-THROUGH PROGRAMS

- Sales Prospecting and Lead Generation
- Consultative Selling and Solution Selling
- Sales Negotiation, Objection Handling, and Closing
- Key Account Management
- Strategic Account Management
- Value-Based Selling
- Sales Presentation Skills
- Proposal Writing
- Influencing and Persuasion Skills
- Partnership and Channel Development
- Customer Relationship Management
- Sales Leadership and Coaching
- Business Communication for Sales Professionals
- Customer Service Excellence

## FREQUENTLY ASKED QUESTIONS

### What is B2B Sales Training?

B2B Sales Training develops the knowledge, skills, and processes required to sell products, services, projects, systems, or solutions from one organization to another. It covers organizational buyers, multiple stakeholders, customer discovery, value creation, opportunity management, proposals, and longer sales cycles.

### What is B2B Business Development Training?

B2B Business Development Training helps participants identify markets, accounts, partnerships, unmet needs, and growth opportunities before or alongside the formal sales process. It develops the ability to create relationships and opportunities that may produce sustainable business.

### What is the difference between B2B sales and business development?

B2B sales primarily advances qualified opportunities toward customer commitment and revenue. Business development identifies and develops the markets, relationships, partnerships, and possibilities from which sales opportunities may emerge.

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**Who should attend this program?**

The program is suitable for B2B sales representatives, account executives, business development officers, account managers, technical sellers, solutions consultants, entrepreneurs, relationship managers, partnership personnel, and sales leaders.

**Is this program suitable for technical and industrial selling?**

Yes. The program is appropriate for technical, industrial, manufacturing, technology, professional-service, logistics, construction, distribution, project-based, and solution-selling environments.

**Does the program cover prospecting?**

Yes. It covers target-market selection, account identification, account research, stakeholder identification, outreach, and the creation of relevant B2B conversations. A more intensive prospecting program may also be conducted separately.

**Does it cover consultative selling?**

Yes. Participants learn how to prepare for and conduct discovery conversations, analyze customer needs, quantify business impact, and connect proposed solutions with desired outcomes.

**Does the program include stakeholder mapping?**

Yes. Participants identify users, influencers, gatekeepers, technical evaluators, procurement personnel, economic buyers, approvers, champions, and blockers within the customer organization.

**Does it cover proposals and presentations?**

The program introduces how proposals and presentations should connect the solution with customer requirements, stakeholder priorities, decision criteria, and measurable business outcomes.

**Is negotiation and closing included?**

The program discusses opportunity advancement and customer commitment. Detailed negotiation, objection handling, and closing techniques may be provided through a separate specialized program.

**Can participants apply the exercises to actual accounts?**

Yes. Subject to organizational confidentiality policies, participants may use actual or anonymized target accounts and opportunities during the workshops.

**Can the program be customized?**

Yes. The content, activities, cases, stakeholder maps, discovery questions, value propositions, and opportunity strategies may be customized around the organization's actual products, services, markets, customers, and sales cycle.

**What outputs will participants produce?**

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Participants develop a B2B Market and Target Account Opportunity Map, Buying-Center and Stakeholder Engagement Map, Discovery and Customer Value Proposition Canvas, Opportunity Advancement Plan, and 30-Day B2B Sales and Business Development Action Plan.