

Navigating Complex B2B Buying Cycles

19 May 2026 10:00 AM - 19 May 2026 05:00 PM

Brief Overview:

MMA's Flagship Workshop - Navigating Complex B2B Buying Cycles - Involving multiple stakeholders, maintaining high-value & high-trust relationships

Date : 19-05-2026, Tuesday

Time : 10:00 AM - 5:00 PM.

Venue : Madras Management Center, Chennai

You can be adept at Sales & Marketing!

But in today's highly competitive market, you have to be better than ever before. Not only do you face stiffer and more knowledgeable competition, but like most professionals people you also have less and less time to spend with customers. This is true, whatever kind of Marketing activity you are involved in. A recent survey reveals that a company's marketing people spent only two and a half hours a day in front of prospects. The balance of the time involved travelling, waiting, doing paper work and other job-related tasks.

It is evident that in today's market place you have to make every minute spent with the customer count. The more skilful you are with your prospects the more sales you will make. The result? More satisfied customers for your company and more success for you. This highly interactive One Day Workshop will help you make those sales by giving you the opportunity to learn some new and very powerful skills and also improve techniques that you use today. Thousands of professionals have benefited tremendously from this programme and have improved their sales performance apart from sharpening their communication skills and honing their personality too

Session content:

1. Seven traits of Leaders- From Visualizing to Holding yourself accountable via Positioning and creating Powerful Value Proposition
2. Unique Powerful Global and Situational Resource Ideas to help you in Building Alliances
3. Asking great questions to identify actual opportunities to market
4. Communicating Persuasively
5. Bringing the future into the present
6. Landing your message with impact
7. Making the close begin when you say “Hello”
8. What do you measure? How often do you measure?

For Whom:

- Managers & Executives in Sales, Marketing, Advertising, PR, and Communication
- Professionals seeking to sharpen their customer engagement skills
- Students aspiring to build a career in sales and marketing leadership

Key Takeaways:

- Leadership Traits for Sales Success – Learn the seven traits that transform professionals into trusted leaders, from visioning to accountability.
- Crafting Powerful Value Propositions – Position yourself effectively and communicate value that resonates with multiple stakeholders.
- Building Alliances & Trust – Discover global and situational resource ideas to strengthen partnerships and long-term relationships.
- Smart Questioning Techniques – Master the art of asking insightful questions to uncover genuine opportunities.
- Persuasive Communication – Deliver messages with clarity, confidence, and impact.
- Future-Oriented Thinking – Bring the future into the present to stay ahead of competition.
- Closing from the First Hello – Learn how to set the tone for successful outcomes right at the start of conversations.
- Performance Measurement – Understand what to measure, how often, and how to use metrics to improve results.

Facilitator profile:

Mr Achal N Rangaswamy

Sales and Marketing Coach and Tedx speaker

Fee Details:

- **Fee Details**

- Member amount : Rs 2950.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :