CONCEPT

Mastering Complex B2B Sales & Enterprise Account Management

18 – 22 January 2027
Paris - Right Bank business hotel



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Introduction:

Enterprise B2B transactions frequently stall or collapse when commercial teams rely on informal relationship selling rather than rigorous opportunity governance across buying committees. Disconnected customer interactions, unidentified decision-makers, and unmitigated pursuit vulnerabilities degrade win rates and erode long-term account margins. This Core Concept course equips sales leaders and account managers with the Korn Ferry Sell powered by Miller Heiman methodology to qualify enterprise pipelines, align complex buyer motives, and expand multi-year client revenue. Participants leave with a completed Strategic Opportunity Blue Sheet and Gold Sheet Account Plan.

Course Objectives:

- Categorise enterprise stakeholders into Economic, User, Technical, and Coach buying influences to navigate complex procurement hierarchies.
- Diagnose client perception using the four response modes of Growth, Trouble, Even Keel, and Overconfident to time deal progression.
- Isolate pursuit vulnerabilities using Red Flag analysis and leverage verified Strengths to establish a defensible Alternative Position.
- Structure high-impact B2B sales interactions using Conceptual Selling Green Sheet questioning sequences across Confirmation, New Information, Attitude, and Commitment stages.
- Construct long-term client retention and revenue expansion strategies using the Large Account Management Process Gold Sheet framework.
- Operationalise opportunity health scores and stage-gate criteria inside enterprise platforms including Salesforce and Microsoft Dynamics 365.

Target Audience:

- Commercial managers responsible for enterprise revenue targets, pipeline governance, and deal qualification standards
- Account directors accountable for multi-year client retention, relationship governance, and cross-selling growth programmes
- Bid and proposal managers overseeing technical and commercial submissions for complex multi-stakeholder tenders
- Business development managers leading complex sales cycles across matrixed corporate procurement committees
- Sales enablement managers tasked with deploying structured selling methodologies and CRM pipeline workflows across sales teams

Course Outline:

Day 1: Complex B2B Opportunity Assessment and the Miller Heiman Architecture

- Enterprise Procurement Dynamics: Buying Committee Governance and Risk Allocation Models
- Miller Heiman Methodology Foundations: The Korn Ferry Sell Program Suite
- Pipeline Health Auditing: Opportunity Qualification Standards and Current-State Gap Analysis
- Single Sales Objective Formulation: Measurable Revenue and Delivery Parameters
- Native CRM Integration: Workflow Alignment in Salesforce and Microsoft Dynamics 365

Day 2: Strategic Selling with Perspective and Buying Influence Mapping

- The Blue Sheet Architecture: Opportunity Management and Deal Scorecards
- Four Buying Influences: Economic, User, Technical, and Coach Stakeholder Profiling
- Response Mode Diagnostics: Growth, Trouble, Even Keel, and Overconfident Buyer Mindsets
- Value Alignment: Translating Corporate Features into Individual Win-Results
- Coach Development Protocols: Validation Criteria and Internal Advocacy Testing

Day 3: Conceptual Selling and Customer Interaction Mechanics

- The Green Sheet Framework: Meeting Preparation and Mutual Objective Architecture
- Buyer Concept Discovery: Uncovering Strategic Priorities and Business Drivers
- Questioning Progression Models: Confirmation, New Information, and Attitude Inquiries
- Commitment Formulation: Defining Valid Call Commitments and Minimum Acceptable Actions
- Differentiated Perspective Delivery: Positioning Technical Capability Against Enterprise Needs

Day 4: Large Account Management Process, Risk Controls, and Red Flags

- The Gold Sheet Methodology: Multi-Year Account Analysis and Relationship Mapping
- Vulnerability Management: Red Flag Identification and Strength Capitalisation
- Competitive Positioning Matrix: Defining and Securing the Alternative Position
- Joint Goal Setting: Establishing Client-Vendor Operational Targets and Revenue Growth Plans
- Deal Attrition Prevention: Re-Engaging Even Keel and Overconfident Enterprise Stakeholders

Day 5: Case Study Execution and Account Strategy Finalisation

- Complex Pursuit Case Analysis: Evaluating Cross-Functional Stakeholder Data Packs
- Blue Sheet Deal Defence: Mitigating Uncovered Red Flags and Testing Coach Reliability
- Gold Sheet Long-Term Account Build: Wallet-Share Mapping and Cross-Selling Expansion
- Executive Committee Simulation: Presenting the Opportunity Strategy and Value Proposition
- Final Strategic Opportunity Blue Sheet and Gold Sheet Account Plan Delivery

Skills You Will Gain:

- Buying Influence Stakeholder Mapping
- Blue Sheet Opportunity Analysis
- Buyer Response Mode Diagnosis
- Conceptual Selling Question Sequencing
- Green Sheet Meeting Structuring
- Red Flag Risk Mitigation
- Large Account Gold Sheet Planning
- CRM Pipeline Health Governance

Why Attend This Course:

- Master the globally recognised Korn Ferry Sell powered by Miller Heiman architecture to establish predictable governance across complex, high-value enterprise sales cycles.
- Replace speculative pipeline forecasting with evidence-based Blue Sheet opportunity scorecards and Green Sheet customer interaction workflows directly executable in modern CRM platforms.
- Systematically identify hidden deal risks by diagnosing buyer response modes, uncovering Red Flags, and testing internal coaches before entering formal procurement negotiations.
- Take away a completed Strategic Opportunity Blue Sheet and Gold Sheet Account Plan ready to implement immediately within strategic pursuits and core client portfolios.

Conclusion:

Securing and expanding enterprise accounts requires a repeatable, data-backed pursuit architecture rather than ad-hoc sales conversations. This course provides commercial professionals with a rigorous toolkit encompassing Strategic Selling with Perspective, Conceptual Selling, and the Large Account Management Process. By connecting Blue Sheet opportunity qualification, Green Sheet meeting execution, and Gold Sheet account growth strategies, participants learn to insulate high-value deals from competitive displacement and procurement inertia. The programme culminates in a robust case study where participants finalise their Strategic Opportunity Blue Sheet and Gold Sheet Account Plan for immediate workplace deployment.