

**FIVIS TRAINING**  
**CUSTOMER**  
**CENTRICITY**  
**IN SALES**

Build more profitable B2B  
relationships with ease.

# PROGRAM OUTLINE – CUSTOMER-CENTRICITY IN SALES (CCS)

## TRAINING OVERVIEW

Assume new habits for thinking and acting in a customer-centric way to build more profitable B2B relationships faster.

Be prepared to be challenged by us, ex-procurement professionals, to leave old patterns of behavior behind that are more supplier-, product- and self-centered and which prevented you from selling more, from closing faster, and that made you leave money on the table with us in the past.

Learn to genuinely care for your customer, to truly compete for their business, to continuously improve the relationship, and to effectively respond to the customer's needs.

This course provides you with a new set of competencies to acquire your customer-centricity mindset step-by-step. Practice your new habits in a safe space while you start building your confidence to establish winning B2B relationships with your customers that deliver your best-ever sales results.

## WHO IS IT FOR?

This training course is for B2B sales and business development professionals across all industries who sell their products or services to corporate clients on a regular basis.

The course is directed to salespeople who are interested in building long lasting B2B relationships with their customers instead of focusing on short-term tactics to close one-off deals.

## TRAINING OUTCOME



The confidence to know how to deliver better, more sustainable sales results.



A new mindset to think and act in a customer-centric way.



5 new habits to build winning B2B relationships that last.



12 new competencies to make you the supplier of choice.



Your concrete next steps and actions to sell more to your customer.

## TRAINING SETUP



Virtual-live online sessions, or face-to-face workshops



Group coaching via online community in between sessions



Ex-procurement professionals as your coaches and trainers



Apply your new skills directly on your customer accounts



Expert feedback from the voice of your customer



72-page physical workbook

# EXAMPLE TRAINING OUTLINE - VIRTUAL-LIVE

## LIVE SESSION 1

**Module 1:** Learn to stop just offering a great product or service to your customers. Start to really empathize and become their commercial consultant. Anticipate their needs instead of just asking them the same old exploratory discovery questions. Start identifying the actions that make your customers successful and you their preferred supplier of choice.

**Deliverable:** Learn about the principles of customer-centricity and how to accurately apply value-stream mapping as an essential tool to anticipate business opportunities, risks, and your customers' business needs. Become familiar with how to link your findings to actions that make you a caring supplier.

## LIVE SESSION 3

**Module 3:** Feel comfortable always competing! Avoid being perceived as complacent in the eyes of your customers. Acknowledge your competition and excel in catching up with your customers' next best alternatives proactively. Learn to manage B2B relationships in the way your customers want to see them managed.

**Deliverables:** Use the same tools your customers use to assess your level of competitiveness. Assess supplier value, supply complexity, and supply risk from your customers' unique point of view and derive the right conclusions to stay competitive.

## LIVE SESSION 5

**Module 5:** Take the right actions to respond to your customers with excellence. Identify the stakeholders that really matter in the relationship and interact with them in the way they want to be responded to.

**Deliverables:** Identify the stakeholders in the business relationship that matter most to your customers. Determine their influence and importance in driving demand for your product or service. Learn to link and leverage stakeholder relationships across company boundaries to solidify the relationship with your customers.

## TESTIMONIALS

“ This was by far the most elegant and effective approach towards positive behavior change that I have attended.

“ Extremely useful and important topic.

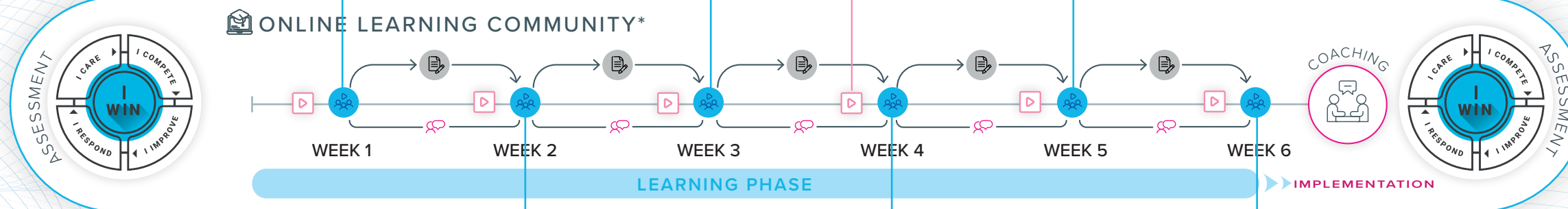


Each participant will receive a physical certificate of completion by mail and in digital format.

“ An excellent course and I was very impressed with the content and delivery.

“ Amazing training! Practical and well organized.

### ONLINE LEARNING COMMUNITY\*



## LIVE SESSION 2

**Module 2:** Help your customers and their stakeholders navigate their buying journey. Understand the buying process and the challenges your customers need to overcome to make a purchase. Identify interventions you can take to challenge previously made decisions along the customer's buying journey and facilitate their decision making processes to buy.

**Deliverable:** Become an expert in understanding how your customers translate an external business opportunity or risk into a business need and effectively into demand for your product or service. Learn to anticipate where your customers are in their decision making process and plan to intervene with excellence.

## LIVE SESSION 4

**Module 4:** Start thinking like your customers. Feel accountable for improving the status quo of the B2B relationship permanently. Don't just ask or react to feedback. Own your agenda to improve and take customer relationships to the next level.

**Deliverables:** Learn how to identify weaknesses and address threats to the relationship with your customers consistently. Understand how to leverage relationship strengths and opportunities and prepare a concrete action plan on what you need to do to continuously improve.

## LIVE SESSION 6

**Module 6:** Close the loop on forming your customer-centric mindset and take ownership to win. Know your goals and what you want to achieve in the relationship with your customers. Align, communicate, execute, win.

**Deliverables:** Learn how to define, align and communicate business goals that matter to you and resonate with your customers. Understand the importance of establishing measurable goals in the B2B relationship. Identify what to start, what to stop, and what to continue in your relationships with your customers to consistently win.

\*Continuous learning through an online group coaching environment moderated by our expert trainer team.



Group learning in live, instructor-led session



Application of theory on customer account (homework)



Trainer provides group feedback & support



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