EASA Europe, Asia & Africa Chapter

Training Program

Building Value-Driven Relationships in Technical Sales

Concept Overview

1. Purpose

This Training Program is a two-day, high-level, practice-oriented event designed for EASA members whose roles involve technical sales, business development, or client relationship management.

Its purpose is to strengthen value-driven, consultative selling capabilities within technically driven environments by enabling participants to translate complex technical expertise into clear customer value, stronger relationships, and sustainable commercial impact.

The program fosters:

- Practical learning through realistic scenarios, role-plays, and exercises based on technical sales situations.
- Constructive peer exchange among experienced professionals facing similar challenges.
- Action-oriented results that participants can apply immediately in their sales process.
- Personal feedback to help each participant strengthen their impact and credibility.

2. Concept

This is not a lecture-based event, but an interactive training facilitated by a recognised expert in B2B technical sales, built around open exchange, reflection, and practical application.

The program follows a structured yet adaptable framework, shaped by participant input and the specific challenges of selling in technical environments.

Core idea: With expert facilitation, participants learn from each other by exploring how to identify customer needs, communicate value, navigate complex decision-making, and position themselves as trusted partners — guided by proven sales methodologies and best practices in consultative selling.

Key features:

- Market context setting: Understanding the key shifts in technical sales — including predictive maintenance, digitalisation, AI, sustainability, and the move from transactional to partnership-based selling.
- Frameworks and tools: Practical models such as the Value Proposition Canvas and Decision-Making Unit (DMU) mapping that participants can apply directly.
- Role-plays and live practice: Realistic sales scenarios with immediate peer and trainer feedback.
- Personal Action Plan: A core outcome — each participant develops a concrete, personalised action plan to embed learning into daily practice.

3. Why This Program?

The world of technical sales is changing rapidly. Customers are no longer just looking for repairs or products — they expect proactive solutions, expert advice, and long-term value. New technologies like predictive maintenance, AI and automation, and digital monitoring are transforming how equipment is serviced and sold. At the same time, sustainability, energy efficiency, and the need to extend the life of aging assets are top priorities for many organisations.

These shifts mean that traditional sales approaches are no longer enough. Today's sales professionals must be able to:

- Advise clients on how to prevent downtime and optimise performance using the latest diagnostic and digital tools.
- Communicate the value of sustainable, cost-effective solutions that align with clients' operational and environmental goals.
- Navigate complex decision-making processes within client organisations, building trust with both technical and business stakeholders.
- Offer flexible service models and demonstrate deep technical expertise in an environment where skilled labour is in short supply.

This program is designed specifically for experienced sales professionals in technical environments. It will help participants adapt to these new realities, strengthen client relationships, and position themselves as trusted partners — to drive growth and deliver real value in a changing industry.

4. Methodology

The program is structured around four progressive stages:

Stage 1 — Preparation (Pre-Training)

Before the training, participants are encouraged to reflect on their current sales challenges and identify areas where they want to improve. Short notes shared with the program coordinator help the trainer tailor discussions and ensure the content addresses relevant participant needs.

Stage 2 — Day 1: Exploration & Foundation

- Context setting: understanding market shifts and changing customer expectations.
- Introduction of key frameworks: Value Proposition Canvas, DMU mapping.
- Hands-on workshops: translating customer needs into value-driven solutions.
- Navigating complex decision-making and influencing the sales process.
- Practice sessions: creating impact in the first minutes of a sales call.
- Reflection on personal communication style and professional presence.

Stage 3 — Day 2: Application & Deepening

- Reflection and synthesis of Day 1 key findings.
- Structuring effective sales calls from opening to closing.

- Advanced diagnostic questioning: uncovering latent and active customer needs.
- Solution presentations: moving from product-centric to solution-centric.
- Handling objections confidently and reinforcing value under pressure.
- Development of the Personal Action Plan.

Stage 4 — Follow-Up

Participants are encouraged to apply their action plans immediately. If there is interest from the group, a follow-up online session can be organised approximately two months after the training to review progress, share experiences, and deepen learning.

5. Personal Action Plan

Each participant leaves the program with a personalised action plan — a practical tool to guide implementation and embed learning into daily practice:

- 3–5 prioritised actions for improvement in their sales approach.
- Concrete steps, responsible person, and timeline.
- Connection to key outcomes: pipeline growth, win rate, customer satisfaction, relationship depth.

During the optional follow-up session, participants can present their progress, building a continuous learning loop across the EASA community.

6. Outcomes

- Practical tools and frameworks participants can use immediately in their sales process.
- Enhanced ability to translate technical expertise into clear customer value.
- Stronger skills in navigating complex decision-making and influencing stakeholders.
- Increased confidence in sales conversations, from opening to handling objections.
- A personalised action plan with concrete next steps.
- Peer learning and an enhanced professional network within the EASA community.

7. Target Group

- EASA members exclusive.
- Sales professionals and business developers in technical/industrial environments.
- Technical and service directors with commercial responsibilities.
- Account managers and key account managers in B2B services.
- Senior professionals responsible for commercial growth and client relationships.

Note: Participation as a small team (two colleagues from the same company) is encouraged, as this approach enhances shared learning and implementation back at the workplace.

8. Program Schedule

This two-day program is highly interactive and practice-oriented. Participants work on realistic technical sales cases, reflect on their own client situations, and receive direct feedback from peers and the trainer. The focus throughout is on applicability, impact, and confidence in real sales conversations.

Day 1 — Exploration & Foundation

Start 09:00 CET | Coffee breaks: 10:30 / 14:30 | Lunch: 12:15–13:00 | End: 17:00 | Pre-dinner drinks & dinner

09:00	**Welcome & Program Kick-Off** Setting expectations, participant introductions, defining individual success criteria.
09:30	**Understanding Market Shifts and Changing Customer Expectations** Exploring predictive maintenance, digitalisation, AI, sustainability, and the shift to long-term partnerships. Creating shared understanding of why value-driven selling is essential.
10:15	**Translating Customer Needs into Value-Driven Solutions** Hands-on workshop using the Value Proposition Canvas. Analysing real customer situations, identifying jobs/pains/gains, translating technical offerings into business value.
10:30	*Coffee & Networking Break*
11:00	**Translating Customer Needs (continued)** Peer feedback to sharpen messaging. Focus on outcomes: uptime, efficiency, cost reduction, sustainability, risk mitigation.
12:15	*Lunch & Networking*
13:00	**Navigating Complex Decision-Making** Mapping the Decision-Making Unit (DMU): identifying influencers, decision-makers, and blockers. Understanding technical vs. business motivations. Developing strategies to influence the process.
14:00	**Influencing Before and After the Sales Call** Structuring and preparing sales calls for maximum impact. Best practices on professional online positioning and credibility throughout the sales cycle.
14:30	*Coffee & Networking Break*
15:15	**Creating Impact in the First Minutes** Practising effective alternatives to the elevator pitch. Role-plays on opening conversations with confidence and relevance.
16:15	**Your Personal Communication Style** Reflection on personal behaviour and its effect on trust, credibility, and influence. Identifying strengths and areas for development.
17:00	**Wrap-Up Day 1** Consolidation of key learnings, preparation for Day 2.
19:30	*Pre-Dinner Drinks & Networking Dinner*

Day 2 — Application & Deepening

Start 08:30 CET | Coffee breaks: 10:00 / 14:00 | Lunch: 12:00–12:45 | End: 15:00

08:30	**Opening & Reflection on Day 1** Linking Day 1 insights to upcoming sessions. Participants share key learnings and questions.
09:00	**Structuring an Effective Sales Call** Best-practice structure from opening to closing. Knowing when to advance and maintaining a value-driven mindset.
09:30	**Diagnosing Latent and Active Customer Needs** Advanced diagnostic questioning through realistic role-plays. Uncovering explicit and hidden needs, distinguishing symptoms from root causes, creating insight for the customer.
10:00	*Coffee & Networking Break*
10:30	**Diagnosing Needs (continued)** Immediate feedback to refine approach and build confidence.
11:15	**Presenting Your Solution with Impact** Small-group work on complex technical cases. Structuring compelling, solution-centric proposals. Peer critique and coaching.
12:00	*Lunch & Networking*
12:45	**Handling Objections** Practising responses to common objections and resistance. Understanding the real meaning behind objections, reinforcing value under pressure.
14:00	*Coffee & Networking Break*
14:30	**Personal Action Plan** Defining key individual takeaways, concrete actions, priorities, and success measures. Structured wrap-up and peer sharing.
15:00	**Sharing Ideas & Closing** Participants share main insights and commitments. Closing remarks and next steps (including optional follow-up session).

9. Trainer: Jan Willem Davidse

With over 30 years of experience in industrial environments and B2B services, Jan Willem has worked closely with sales professionals operating in complex, technology-driven markets. His background includes managing several consultancy firms, where he has been directly involved in selling, advising, leading sales teams, managing key accounts, and driving commercial change.

This hands-on experience allows him to speak the language of participants and connect training content directly to the realities they face with customers every day.

What distinguishes his approach as a trainer is the combination of real-world commercial experience and practical facilitation. Every concept is translated into concrete behaviour, questions, and conversations that participants can apply immediately. Having worked with asset owners, service providers, and OEMs, he understands the challenges of navigating technical complexity, multiple stakeholders, and long sales cycles.

Participants consistently value the program for its relevance, clarity, and direct impact on how they sell and position value in customer conversations.