

PREMIUM SALES IN THE B2B SEGMENT

Vladislav — Your B2B Active Sales Manager

1. PHILOSOPHY: EXPENSIVE PRODUCTS SELL DIFFERENTLY

Premium sales are not about discounts and promotions — they're about value, expertise and trust. I sell expensive and complex products to large clients: long cycles, multiple DMs, high average ticket, fierce competition.

I work at the level of principals — owners, directors, C-level. I speak the language of business results: ROI, risk reduction, competitive advantage. I don't haggle over a discount percentage — I justify why it's worth the price.

2. WHAT I DO

Skill	How It Works
C-Level Access	I find and reach owners and top executives. Personalized approach: through context, referrals, industry expertise.
Value Selling	I form a unique value proposition for each client: not "product features" but "how this will grow your revenue / reduce risks".
Long Deal Cycle	I manage deals over 2–6 months: series of touchpoints, multiple DMs, presentations, pilots, approvals. No loss of momentum.
Committee Selling	When 3–5 people make the decision — I build an influence map, work with each stakeholder, handle objections individually.
Price Justification	ROI calculations, TCO comparisons, client case studies, cost of inaction. Price stops being the main objection.

3. PROCESS: FROM FIRST CONTACT TO MAJOR DEAL

Every large deal goes through a structured sequence of stages. Each stage has its own goals, deliverables and decision-makers to engage:

- Qualification: Assess deal potential: budget, timeline, DMs, competitors. Work only with promising — don't waste time on "just looking".
- Stakeholder Map: Who decides, who influences, who blocks. Entry strategy through each person.
- Touchpoint Series: Personalized contacts: industry analytics, case studies, invitations, expert materials. Not "one call per week" but value in every touchpoint.
- Presentation & Pilot: Product demonstration for the client's specific task. Where possible — pilot project with measurable result.
- Negotiation & Close: Agree on terms at leadership level. Justify through ROI, case studies, guarantees. Contract, signing, payment control.

4. WORK FORMATS

Format	What You Get
Key Account (3–6 mo.)	Full-cycle management of 5–15 major clients: from first contact to signing and payment.
Enterprise Sprint (8 wk.)	Working through 10–20 target companies: DM outreach, touchpoint series, qualification, proposals.
Deal Support	Joining your deal: stakeholder map, negotiation strategy, presentation preparation, closing support.
Premium Sales Strategy	Audit of current approach, ICP for large clients, entry scenarios, C-level scripts.

Ready to discuss your challenge. Reach out and I will respond personally.

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5. WHY IT WORKS

Large clients don't buy from "callers" — they buy from experts who understand their business. Line managers can't handle long cycles, committees and C-level — they lose deals after the first meeting.

I manage large deals from start to finish: build relationships, justify value, control every stage. One closed premium deal repays my work many times over.

Problems I solve:

- Managers can't reach C-level — engage with executors, deals don't close
- Long deal cycle — managers lose interest and control after 2–3 touchpoints
- Clients say "too expensive" — no skill in justifying value and ROI argumentation
- Large deals "hang" — no strategy for working with multiple DMs
- No premium sales system — all clients treated identically

Want to close large deals, not just small orders? Bring me in for the premium segment. C-level access, value justification, long cycle management — from first touchpoint to payment. Don't need me — disconnect without risk.