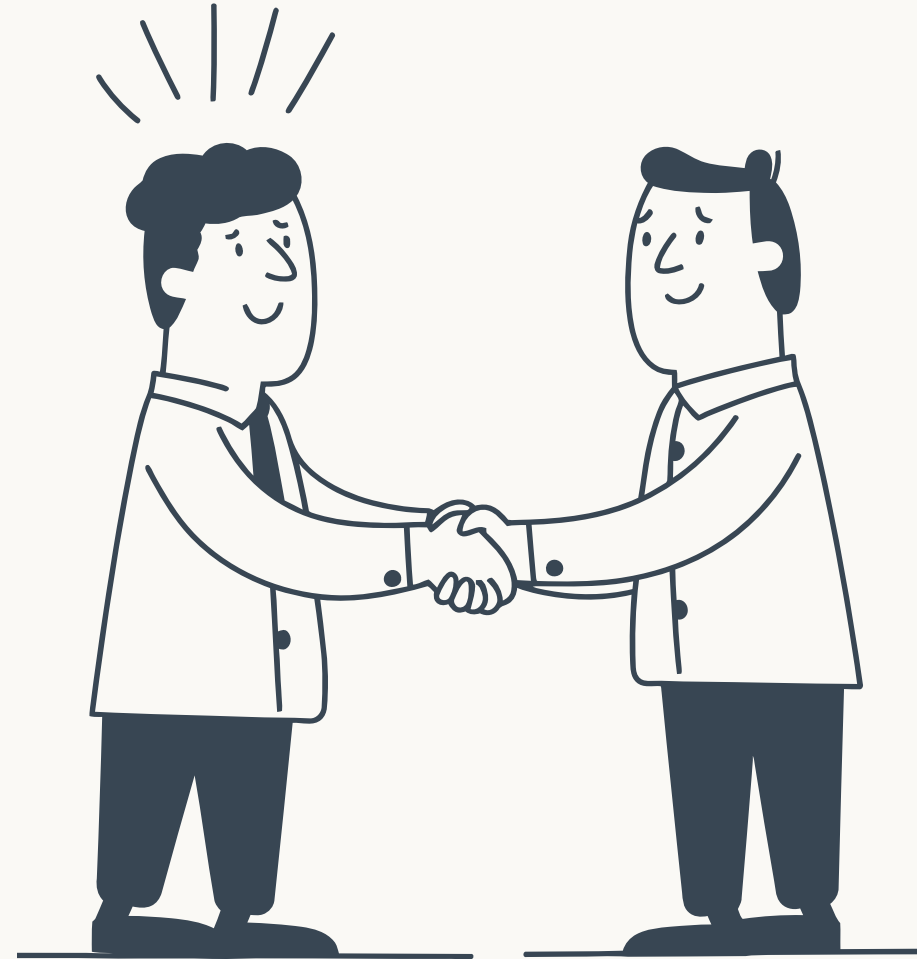


# Winning in B2B

From First Contact to Closing Deals — OC-Connect Masterclass 4 · Lea Ghobril · May 14, 2026



# Session Agenda — 90 Minutes

1

**0:00 — Ice Breaker**

Grab ANNYYYYTHINGGG

2

**0:10 — Mindset Shift**

The B2B reframe

3

**0:20 — 3 Mindsets**

Which one are you in?

4

**0:35 — Live Hot Seat**

Real-time feedback

5

**0:45 — Pain Funnel**

3 levels of pain

6

**1:00 — Qualify**

Budget, timeline & decision

7

**1:15 — Conversation Flow**

The full B2B arc



# The B2B Mindset Shift

"The goal of a first call is not to sell – it's to find out if there's a reason for a second call."

## Founder Thinks

- How do I present our features?
- If I talk long enough, they'll see the value
- I need to impress them
- Don't mention price until the end

## Buyer Thinks

- What problem does this actually solve?
- Can I trust this person?
- What's the risk if this doesn't work?
- Who else needs to approve this?

# The 3 Selling Mindsets

## ✗ Eager / Desperate

Apologises for price. Discounts unprompted. Over-eager and needy. Says "I just want to help you."

**Fix:** Detach from the outcome. You don't need this deal.

## ✗ Expert / Lecturer

Lectures about features. Talks more than listens. Explains without asking. Interrupts to correct.

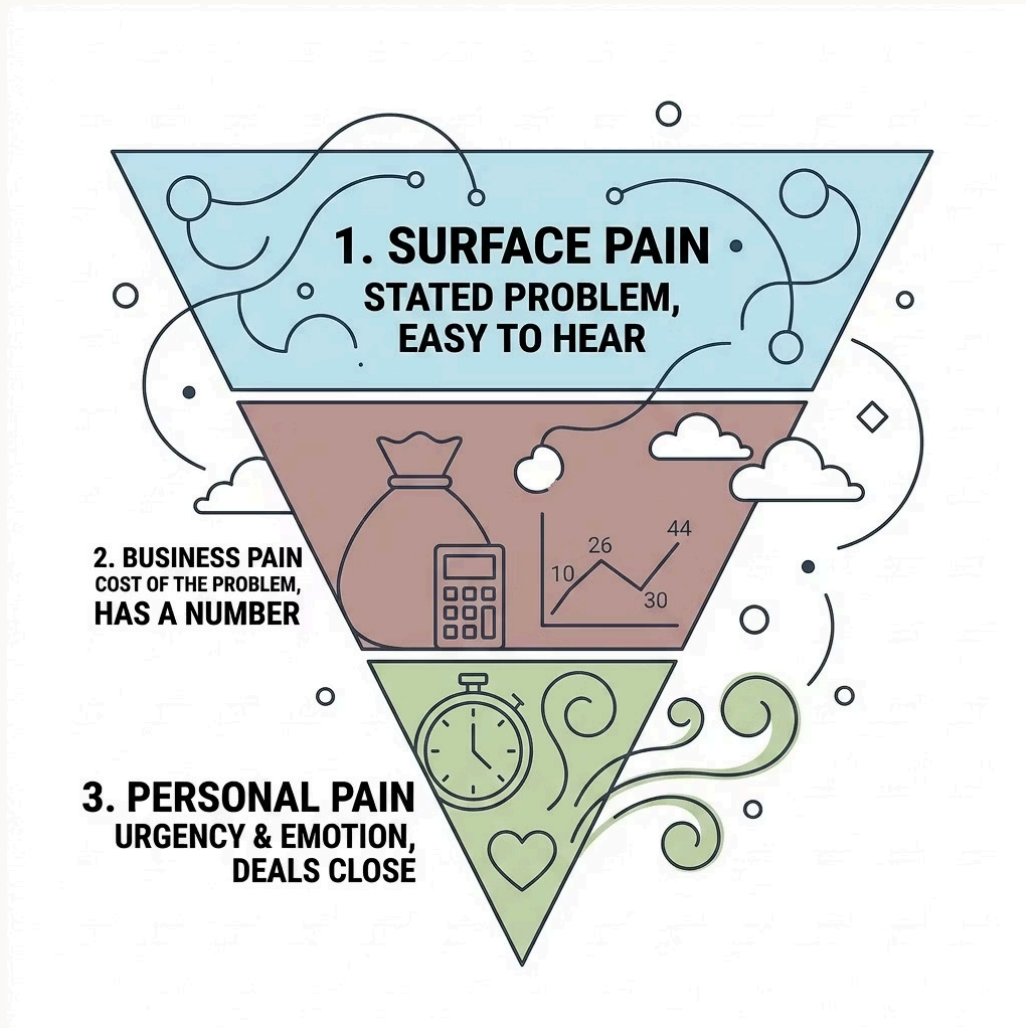
**Fix:** Ask before you tell. Diagnose before you prescribe.

## ✓ Trusted Advisor

Calm, curious, equal. Comfortable with silence. Handles "no" without panic. Qualifies honestly.

**Goal:** Hold this state throughout the entire conversation.

# The Pain Funnel — 3 Levels



## Level 1 · Surface Pain

"We spend too much time on manual reporting."

Ask: "Tell me more. How long has this been an issue?"

## Level 2 · Business Pain

"That's 6 hrs/week per analyst — ~€40K/year in lost capacity."

Ask: "What does that cost in time, money, or headcount?"

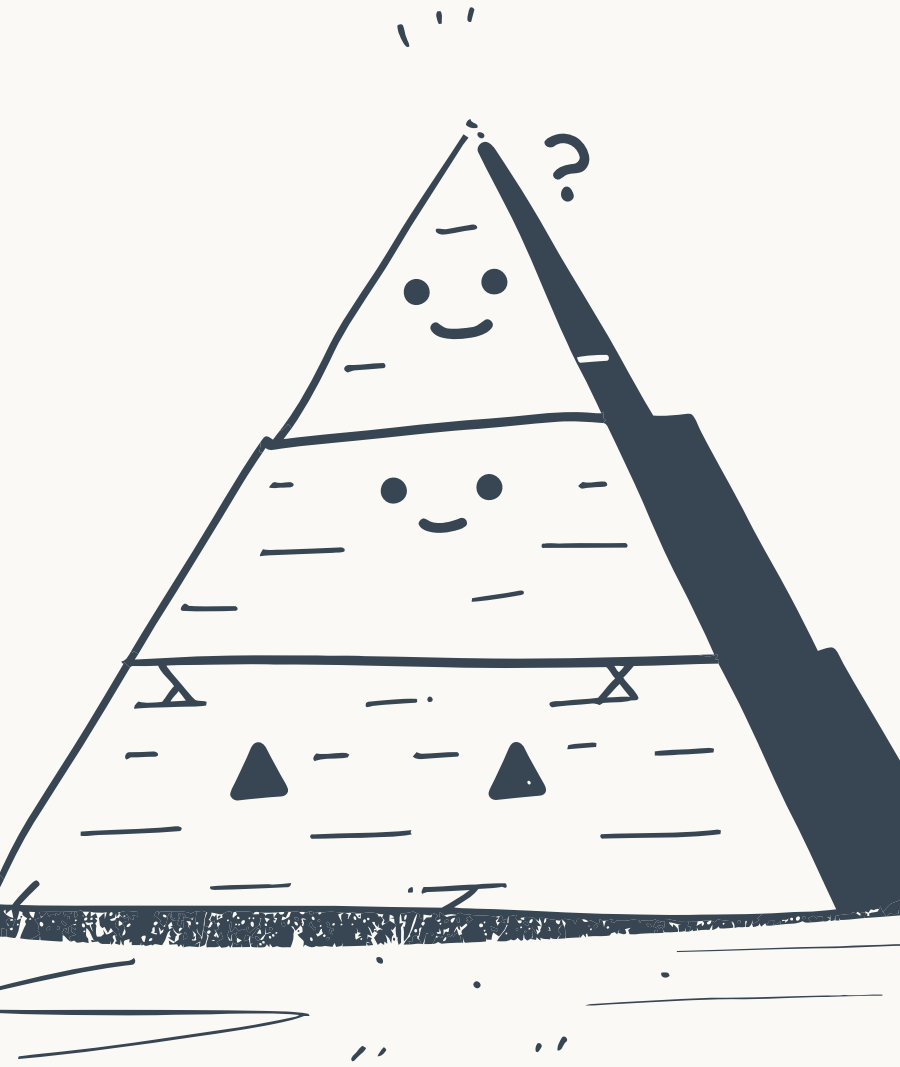
## Level 3 · Personal Pain

"I stay late on Fridays. My board is questioning my ops."

Ask: "What does it mean for you if this isn't fixed this quarter?"

- ☐ Silence after a Level 3 question is a good sign. Let it breathe.

# Budget · Timeline · Decision Process



The 3 conversations most founders avoid – and why avoiding them kills deals.

## Budget

~~"What's your budget?"~~

✓ *"For a problem like this, companies invest between X and Y. Does that range make sense?"*

Avoids you pricing to their ceiling.

## Timeline

~~"When are you looking to start?"~~

✓ *"What happens if this isn't resolved in the next 90 days?"*

No urgency = no deal yet.

## Decision Process

~~"Are you the decision maker?"~~

✓ *"Walk me through how a decision like this gets made – and who else needs to be involved."*

Surfaces hidden stakeholders early.



# Your Turn: Let us get to business

Pitch their business in 60 seconds –

We are a prospect - Pitch your company based on what you just learned.

Hint: Did I understand the problem? Did I feel the urgency? Did I know what to do next? The rest of the group watches and learns more from this than any slide.

# The 3 Objections You Will Always Hear

**"Too expensive"**

→ **"Compared to what? What would it cost you to not solve this?"**

Reframe cost against the pain, not the price tag.

**"Not now / let me think about it"**

→ **"What specifically would need to be true for the timing to feel right?"**

Surfaces the real blocker – often a qualifying question you haven't asked yet.

**"Let me check with my team"**

→ **"Who else is involved, and what would be most useful for me to prepare?"**

Moves forward without pressure.  
Reveals the real decision process.

# The B2B Conversation Flow

Earn the right to pitch – in this exact order.

01

## Set the Upfront Contract

Agree on time, agenda & outcome before you begin.

02

## Stay in Trusted Advisor Mode

Calm, curious, equal – no desperation.

03

## Surface → Business → Personal Pain

Go all three levels deep before moving on.

04

## Qualify: Budget · Timeline · Decision

Qualify before you pitch – always.

05

## Handle Objections → Present Solution

Only now have you earned the right to pitch.

"If they haven't felt the pain, your solution is noise."

# Pipeline Consistency — The Unsexy Truth



Most B2B deals are lost to **inaction**, not competition. A minimal sustainable rhythm keeps your pipeline alive.

- ✔ Build a habit before you build a system.



## Daily

3–5 new outreach touches — email, LinkedIn, or phone.



## Weekly

Review all open conversations — what needs a next step?



## Monthly

Audit your pipeline. Kill stale deals. Double down on live ones.

# One Thing. One Week.

Type in chat – one specific commitment you'll act on this week:

"This week I will \_\_\_"

- "I will set an upfront contract before my next discovery call."
- "I will ask one Level 3 pain question I normally skip."
- "I will ask about the decision process instead of sending a follow-up email."
- "I will respond to 'let me think about it' with a qualifying question."

Lea reads 3–4 commitments back live and affirms. The full list is shared back to the group – your commitment, your accountability.

