
TO OUR TRAINING PARTNERS

How B2B sales teams make choices in complex enterprise selling

China B2B Organizational Sales Simulation Whitepaper
Classroom Verification Collaboration Invitation
Verify your classrooms. Receive an anonymous comparison.

1 What we are doing

We are preparing a China B2B organizational sales simulation whitepaper grounded in behavioral evidence from real training classrooms. On SalesNail, enterprise sessions have left process records of how teams engage customer stakeholders, allocate limited action budgets and time their proposals. These are recorded actions, not survey responses or retrospective interviews.

After screening and independent verification, we froze 78 classrooms as the whitepaper's sole research sample. Internal comparison indicates that **classrooms hosted by, or involving, your institution may be included**. That is why we are writing.

78

training classrooms

361

active teams

1,776

classroom attendances

19,733

approved sales actions

2 Why we need your help

The whitepaper plans comparisons by industry and class size. Our rule is that **only institution-confirmed classroom information can enter stratified analysis**. Company fields are often missing or completed by a training provider on behalf of a client. Your institution can confirm who hosted a classroom and what kind of organization its learners came from.

A publication threshold

Every public stratum requires at least 10 verified institutions and 30 teams. If a chapter does not meet that threshold, it will not be published.

A one-time verification

We privately send a list of potentially relevant classrooms. Checking, correcting and signing a receipt can usually be completed in ten working days.

Timing affects the edition

Verification completed by mid-December enters the first edition. Later confirmation enters subsequent editions. The underlying cohort never changes.

Planned chapters cover exploration-to-focus shifts, decision-network engagement, proposal timing, team coordination, execution discipline and instructor coaching. Industry and class-size comparisons are added after institutional verification.

Earlier respondents are naturally more likely to be existing contacts. This self-selection sequence will be disclosed in the methods appendix; it does not alter any metric definition. The 1,776 classroom attendances are not a count of unique individuals.

3 What will not appear in the whitepaper

We begin with what we will not do before describing what we offer.

The following never appear in public research outputs

- × Your institution's or clients' company names, brands or identifiable information
- × Participant or instructor names, contact details and personal records
- × Classroom conversation bodies; the package contains only statistics such as text length
- × Individual, team or company rankings
- × A slice for a single institution; public strata begin at 10 verified institutions

You may identify only classrooms related to your institution. Other institutions remain aggregate numbers. The identity crosswalk stays in our restricted environment and is excluded from research copies.

4 What your institution receives

- ✓ **An anonymous comparison report**
After publication, receive a comparison of your classrooms with the overall distribution: action rhythm, stakeholder engagement and resource focus. This is an aggregate comparison, not a ranking.
- ✓ **The first whitepaper and methodology**
Priority access to the full report, metric definitions and statistical rules, supporting internal curriculum development and debrief methods.
- ✓ **Optional acknowledgement and joint cases**
Verified institutions may opt into an acknowledged-participants list or remain anonymous. A joint case requires separate authorization; whether and how to publish it is your decision.

Common questions

What happens if we do not reply? The classrooms remain in the frozen cohort. Institution-related information stays unverified and is excluded from industry strata. We do not fill it by inference.

Where does the classroom list come from? Company fields and classroom titles, organized internally. It may be incomplete or incorrect; that is why we ask for your confirmation instead of treating our inference as fact.

5 What we ask you to do

1 Check the classroom list

Confirm which sessions your institution hosted or joined, participant organization types and training context. Correct errors and explicitly mark uncertain information.

2 Sign a verification receipt and use authorization

One page confirms the facts and permits anonymized whitepaper statistics. The receipt records facts; it does not transfer data.

3 Accept independent research conclusions

Verification concerns who hosted a classroom and its context. No institution has a veto over conclusions. This supports credibility and fair treatment of all participants.

6 How to participate

1

Reply to this invitation

Express interest and nominate a contact person.

2

Receive the classroom list

A private channel sends only your relevant list to that contact.

3

Confirm within ten working days

Check, correct and add the training context.

4

Sign the receipt

No further work is required. The comparison report follows publication.

Timing

Now-November 2026	Classroom lists are sent, checked and confirmed.
Mid-December 2026	First-edition verification deadline. Earlier confirmations enter the first edition's industry strata.
Q1 2027 (planned)	Publish the first whitepaper subject to review; deliver comparison reports to participating institutions.
Later	Verification remains open. Later confirmations enter subsequent editions.

Contact

Research enquiries · bill.bai@long-arena.com

Project: www.longarena.ai/research/b2b-sales-whitepaper

Questions about the classroom list, privacy or agreement terms? Start with a 30-minute call. We can walk you through the research package and publication rules.