

Consultative Selling – Two Day Course

Who Will Benefit

Anyone who wants to learn and develop consultative selling skills will benefit from attending. This course is suitable for all levels.

Objectives

This course covers methods and techniques needed to achieve effective consultative selling. Delegates will learn that consultative selling is about understanding your prospects requirements and their sometimes complex buying process, building quality personal relationships, achieving great rapport and creating opportunity through preparation and organisation. Delegates will develop insights into their own strengths and weaknesses and be coached to develop best consultative sales skills and practices.

Preparation to Succeed

- Methods and structures to aid lead generation
- Research and preparation
- Time management
- Setting goals and objectives

Understanding the Sales Process

- The skill of qualification
- Four phases of the sales process

Identifying the Business Opportunity

- How to identify the primary business opportunity over the initial business opportunity

Knowing the Buyer

- Understanding decision making cultures
- Managing decisions throughout organisations
- Appreciate the complexity of buyer's roles
- Learn how to influence decisions

Effective Communication Skills

- Achieving rapport and empathy
- Assessing people's attitude to change
- Understanding different questioning styles
- Practicing active listening skills
- Adopting assertive language and behaviour

Objection Handling

- Techniques on how to overcome objections
- Using objections as a closing tool

Closing the Sale

- Gaining commitment to positive action
- Closing techniques developed and practised

After-Sales Service

- Customer care and the importance of providing a full service

Action Plan

- Participants plan and discuss what they will do on return to work