

# Consultative Selling

## Who Would Benefit

Sales professionals with a clear understanding of the sales process wishing to improve their performance using more sophisticated methods.

## Course Overview

The delegate will learn the difference between just selling and selling using a consultative approach. This program is designed for those in a client facing role who wish to develop their skills past the level of normal customer sales, account management or project presentation levels. Delegates will explore in great detail the skills, formulas and attitude required to be even more successful by adopting a consultative approach to customer interface.

CPD Points: 12

Course Category: Management & Leadership

Recommended No. of Days: 2

Course Location: To be determined

## The Course Includes:

- Defining consultative selling
- The 70 / 30 law ~ Listening V's talking
- Accessing the client
- The 7 step model
- The 4 key actions - an explanation of the model
- Reveal/Relate/Reassure/Reshape
- Action One: Revealing
- Exploring the client strategy
- Action Two: Relate
- Providing a tailored solution
- Action Three: Reassure
- Reframing resistance as an opportunity
- Action Four: Reshape
- Negotiating the proposition

## Learning Outcomes

At the end of this program the delegate can:

- Demonstrate powerful questioning and listening skills to build rapport
- Discuss how to prepare thoroughly for the client visit
- Match client needs with product portfolio
- Explain the consultancy selling process
- Adopt a positive and confident approach when dealing with clients