



CONSULTATIVE SELLING™

This highly interactive two-day workshop helps sales professionals and consultants improve selling performance through the application of a time tested consultative selling process and client interaction practices. In addition, it provides essential skills for professionals in team selling environments.

Description

Most professionals involved in the sales process want to be more successful, both in terms of their sales interactions and their sales results. They want to make more sales, and make them faster. Their success depends not only on their ability to sell, but also on building strong, long-lasting relationships with their clients.

The Consultative Selling workshop teaches professionals to apply a proven, systematic relationship-building sales process to:

- Engage more meaningfully in selling activities with prospects and clients.
- Link their company's offerings to clients' strategic business problems and opportunities.
- Establish their value over time to continually distinguish themselves and their companies from the competition.

In the workshop participants learn to consultatively move clients toward recognizing that they want what is being sold, need it above what the competition is offering, and are ready to buy now.

Audience

The Consultative Selling workshop is targeted at sales professionals, consultants, and professional service staff involved in solution selling via cross functional teams.

Objectives

After completing Consultative Selling™, participants will be able to:

- Move prospects and clients to the point where they clearly see that they NEED the solution(s) offered and WANT them above those offered by the competition - NOW.
- Apply a proven, four-phased Consultative Selling Process: Position the Deal, Understand the Business, Close the Sale, and Advance the Relationship.
- Formulate sales and communication strategies, based on prospect/client personality and style tendencies, to accelerate the sales cycle and improve outcomes.
- Identify their Point of Power to clearly communicate the unique value that their solutions bring in helping prospects/clients tackle strategic business issues and opportunities.
- Use a Managing Sales Interactions communication process in every sales interaction to achieve the goals for the interaction while advancing the sales process and enhancing the relationship.

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