

Consultative Selling for B2B Solutions

How to sell expertise, not hours. Value, not volume.

One-day training course, online or onsite.

In the legal, IT and consulting markets, clients are not buying products. They are buying judgment, risk reduction, speed, certainty and commercial impact.

This one-day training programme equips professional advisers and B2B solution sellers to diagnose complex client needs, shape demand, and position value in commercial terms that justify premium fees.

The Business Challenge

Across many B2B advisory environments:

- Partners and consultants over-explain expertise
- Discovery focuses on the brief, not the business
- Proposals list tasks, phases and hours
- Fees are defended late in the process
- Scope creep erodes margin

The Training Event

This practical one-day programme is designed specifically for:

- Law firms
- IT solution providers
- Technology integrators
- Management consultancies
- Accountancy and advisory practices

What Participants Learn

Participants will be able to:

- Apply consultative and value-based selling in complex B2B environments
- Conduct commercial discovery beyond the technical brief
- Identify strategic, financial and operational drivers

Delivered by **Graham Roberts-Phelps**

Course Structure and Highlights

From Expert to Trusted Adviser

- Transactional pitching vs advisory selling
- Building credibility through insight, not information
- Shifting the conversation from “cost” to “consequence”

Advanced Discovery in Complex B2B Sales

- Questioning at three levels: operational, financial, and strategic
- Uncovering risk, urgency, and hidden political drivers
- Mapping stakeholders and decision influencers

Defining and Demonstrating Value

- Translating technical capability into commercial outcomes
- Linking services to revenue growth, cost reduction, or risk mitigation
- Building a compelling value hypothesis

Fee Conversations and Value Defence

- Framing fees in the context of return and risk avoided
- Negotiating scope without eroding margin
- Managing procurement conversations with confidence

Securing Commitment

- Aligning technical, financial and executive decision-makers
- Clarifying next steps and governance
- Organised and disciplined follow-up.