

## **Consultative Selling Skills**

*Client-focused selling skills for business professionals and consultants.*

*A live online learning course with an expert facilitator.*

### **Overview**

This live online training course will help you create, develop and close business opportunities using a consultative approach and a value-based proposition. Key points include:

1. Putting the customer front and centre of your sales process.
2. Exploring and defining the value associated with solving or achieving customer needs and objectives – benefits not just features.
3. Matching your solutions to customer requirements and suggesting additional or linked products and services.
4. Creating a positive and enjoyable buying experience based on trust and rapport
5. New ways of creating compelling reasons to choose your proposition that are not based solely on price.

### **Course format**

- *Live online learning course with an expert facilitator*
- *Interactive, engaging and practical*
- *Two three-hour live online training modules*

### **Who should attend?**

This highly-practical training programme will benefit all both employed and freelance business professionals and technical consultants.

### **Key objectives**

- Increased impact of your new sales conversations, presentations and proposals – leading to faster decisions and increased conversion
- Greater confidence, consistency and professionalism throughout the business development process
- Enhanced sales questioning skills and techniques, leading to better, faster and more accurate development of customer needs, problems, value and expectations
- Improve your people, communication, influence and persuasion skills when approaching, consulting or presenting your services and solutions
- How to build value at all points in the customer's buying process through your knowledge, skills and structured approach
- Presentation and persuading skills when discussing solutions
- Proposal writing and being better able differentiate your products, services and solutions.
- Overcome and avoid objections and negotiate better orders.

# **Consultative Selling Skills – outline**

## **Key principles of consultative selling and personal marketing**

- Review of pre-course work and personal learning objectives
- The stages of the client engagement process – how to identify and work through strategies for each stage
- Defining your initial value proposition and comparative advantage

## **First meeting skills – online and face to face**

- Research before the meeting or call; planning and preparation
- How to gain instant rapport and taking control – including online meetings
- Qualifying and initial questioning skills
- Creating an agenda and first-meeting structure
- How to differentiate your solutions and gain credibility
- Planning and practice sessions – first meeting skills

## **Consulting and advanced questioning techniques**

- How to use questions to ‘build’ the opportunity
- Learning and using high-impact and third-level questions
- Advanced outcome-based questioning techniques
- Qualifying and gaining commitment to the next stage
- Planning and practice sessions – advanced questioning skills

## **Creating a compelling proposal**

- Matching and personalising your proposal
- Using the pyramid principle to structure your summary
- Pricing strategies and creating added value
- Format, layout and writing style
- Final qualification assessment

## **Presentation and persuading skills best-practice**

- Compelling benefits and reducing perceived risk – key messages to deliver
- Helping the customer choose your proposition by using options
- Professional and effective presentation skills
- The keys of influence and persuasion
- Planning and practice session - presenting your solution

## **Overcoming concerns and client questions**

- Proven techniques for answering client objections and concerns
- How to isolate, prioritise and answer objections, including price
- Overcoming delay and procrastination
- Planning and practice session – answering client concerns

### **Gaining commitment**

- Knowing when close for commitment to the next stage
- How ask for commitment professionally and effectively
- Key negotiation skills around the closing process – getting to ‘yes’
- Checklist of closing and negotiation skills
- Practice session

### **Summary and close**

- Personal action plan and learning summary