

## CONSULTATIVE SELLING SKILLS

*“Learn how to stop selling and helping customers buy; skills and techniques for trusted advisor status.”*

### Why you should attend this training course

This half-day **value-based selling skills** course will show you how to qualify, develop and close business opportunities using a consultative and “trusted advisor” approach.

### Key learning points include:

- A structured and client-focused approach to creating higher-quality business opportunities.
- Consultative client engagement skills to better define needs, and rapport, trust and credibility.
- Enhanced client-focused conversations, presentations, and proposals – leading to faster decisions and increased conversion.
- Advanced sales questioning skills and techniques, leading to more accurate development of customer needs, problems, value, and expectations.
- How to add value at all stages; plus gaining competitive advantage.
- Proven ways to overcome and reduce price pressure by using clear value statements, options and reduce perceived risk when proposing and presenting your solutions.
- Techniques and skills for improved negotiation and closing

### How you will benefit

Suitable for those with a good understanding of sales, account, or project management . Also ideal if you are looking to refresh and extend your current sales approach. This course will bring each delegate's sales skills up-to-date using a “trusted advisor” model.

### About the trainer and course format

This course will be delivered by an experienced trainer with a real expertise and knowledge in all aspects of consultative selling techniques. The course will be informal, engaging and include many practical activities.

Live online half-day training course: £95 plus VAT per person.

*£195 per person for one-day classroom workshop, minimum three participants, plus travel costs.*

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## CONSULTATIVE SELLING SKILLS

- ✓ Two 90-minute modules live online or one day onsite workshop
- ✓ Experienced trainer with in-depth subject matter expertise.
- ✓ PDF manual for reference.
- ✓ Highly interactive and engaging live online course, with many practical planning sessions.

### Key principles of value-based and consultative selling

- Review of pre-course work and personal learning objectives
- The key principles of value-based and trusted-advisor selling
- The stages of the value-based client engagement process
- Defining your initial value proposition and comparative advantage

### Consulting and advanced questioning techniques

- How to use pain and gain questions to 'build' the opportunity
- Learning and using high-impact and third-level questions effectively
- Using buying criteria and consultative questioning techniques
- Ask qualifying questions and gaining commitment to the next stage

### Creating a compelling value-based proposal

- Creating a value-based executive summary
- Using the pyramid principle to structure your presentation
- Pricing strategies and creating added value
- Format, layout and writing style
- Final qualification assessment

### Overcoming concerns and client questions

- Proven techniques for answering client objections and concerns
- How to isolate, prioritise and answer objections, including price
- Planning and practice session – answering client concerns
- Key negotiation skills around the closing process – getting to 'yes'
- Checklist of closing and negotiation skills



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## Summary and personal action plan

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