



Brilliant
CUSTOMER SERVICE

Service with a Sale

Consultative and customer focused selling

Overview

This business-boosting workshop will help you create, develop and close business opportunities using a consultative approach and a value-based (not price or product-led) proposition. It is suitable for B2B and B2C markets.

- Create an interactive and personalised customer experience.
- Building personalised value and great buying experience
- Looking beyond what the customer is enquiring about or currently buying now – up-selling and cross-selling

Who will benefit

This interactive and skills-based workshop will be of great benefit to all levels of sales consultant and advisor, whether B2C or B2B, and almost any level or type of service or product.

About the training

This workshop is highly interactive and encourages participation through a combination of short presentations, group discussion, practical exercises (including structured role-play), case studies, and breakout sessions designed to help participants learn new skills and reinforce existing abilities.

The course features extensive rehearsal and review of current and real-life pitches, presentations and proposals.

Participants will be asked to complete a short pre-training questionnaire.



Key learning points

- 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
- Proven ways to gain additional business and referrals from existing customers and contacts, through direct approach and lead generation
- Being able to differentiate your firm, your solutions, track-record and expertise clearly and accurately with tailored value statements for each stage and for each opportunity
- Overcome and avoid price-based objections, buying criteria and negotiation



Course Outline

Service with a Sale



Introduction and key principles of value-based selling

- Introduction and review of pre-course questionnaires – KPIs, personal learning objectives and key principles
- The main principles of value-based selling and how they benefit you and the customer
- Defining your initial value proposition and comparative advantage

Approaching and making appointments

- Planning the call, telephone techniques, integrating with email, online tools and LinkedIn
- Strategies and tactics for effective follow-up, identifying how best to use marketing and CRM tools
- Effective email writing practice session

Connecting skills

- Research before the meeting and the first few minutes – ways to gain instant rapport and setting the foundation for a successful outcome in a first sales call
- How to structure an effective first time sales call or meeting – the subtle differences that are important to master
- How best to differentiate your solutions and build credibility and enthusiasm early or at the start of the buying process

Consulting – developing and influencing client needs

- Understanding the power of high-impact and third-level questions to influence people based around specific needs and solutions
- The importance of body language and other personal communication dynamics when asking questions; empathic listening, run-on questions, drawing out skills, summarising, etc
- Decision-making criteria – tools to help you develop the relevant criteria with the customer and in doing so progress your sales opportunities more effectively

Convincing – presentation and persuading skills practice

- Substance and style – selecting the right tone and content to engage and enthuse your prospect
- Helping the customer choose your proposition – by being convincing, compelling and credible when you present
- Professional and effective presentation skills – with personal coaching and practice sessions



Commitment

- Knowing when and how to close for commitment to the next stage in your sales process, plus ways to ask for commitment professionally and effectively
- Deal more effectively and profitably with price objections and reduce buyer's remorse (which can lead to an 'I want to think about it' reaction and cause delay and inertia)
- Key negotiation skills around the closing process – getting to 'yes'

Action Planning

- Learning summary

Options

Follow up eLearning

A variety of business based modules to choose from, all available as a bespoke package

Coaching Sessions

One to one at the desk coaching sessions following training.



A person is sitting at a wooden desk, working. They are holding a pen over an open notebook. To their right is a laptop with a keyboard. In front of them is a tablet displaying a website. The background is slightly blurred, showing a window with light coming through. The overall scene is professional and focused on work.

Brilliant

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