

### Consultative Selling Skills

## OVERVIEW

Course duration: 2 days.

This two-day high impact workshop focuses on how a sales person works in partnership with their customers to explore and identify customer issue and needs. You will learn how to help your customers make an informed decision that not only solves problems but also adds value. You will also understand why customers buy and more importantly why they should buy from you.

This workshop allows you to step into your existing and potential customers' world to gain a greater appreciation to their business issues. This workshop will give you the skills to build a strategy and adapt your sales process and style to support your client's buying decision. This consultative approach to selling delivers encouraging mutual long term benefits.

## IS IT RIGHT FOR ME?

Suitable for sales professionals who need to use a consultative sales approach to identify and respond to customer's needs. Additionally, this workshop is suited to business professionals who act in an advisory capacity and whose role requires developing positive relationships with their customers.

## WHAT WILL I LEARN?

By the end of this course you will be able to:

- Move towards a consultative and added value selling model to improve results and generate opportunities.
- Develop an awareness of the different Decision Making Styles and develop a strategy to adapt your sales style.
- Identify the root cause of your customer's problems and offer the ideal solutions.
- Understand the effect of your sale on your customer's business.
- Analyse your company's people, products and process and use them to differentiate yourself from the competition
- Create a greater commercial awareness of your client.
- Ensure that you understand and deliver both tangible and intangible benefits to your customers.
- Develop the skills and behaviors needed to successfully deliver solutions that win business.
- Be aware of client developments and market trends.
- Knowing when and how to secure the deal
- Create a personal development plan.

## PRE-COURSE ACTIVITY

Prior to attending this course you will be required to answer prepared questions around your current customer knowledge. The questions will build a knowledge foundation on which the course can be applied.

## WHAT WILL IT COVER?

Customer Buying Decision Making Styles

- The theory behind the four different purchasing decision making styles
- The impact on relationships when styles are not in-sync
- A strategy to adapt sales approach to compliment customer buying decision making style.

#### Preparing for the customer conversation

- Research the customer's business and refresh on known facts and past conversations.
- Create assumed potential wants and needs to develop rebuttals and potential solutions.
- Be clear of your call objectives, having linking questions that invite a conversation.
- Creating a first class impression, in 30 seconds.

#### Building Rapport with Customers

- The importance of personal presentation, body language and personality
- Assessing the customer's style and behaviour
- Self-assessment on own body language and the message it may send

#### Analyse the Situation and identify needs

- Researching the scope and strength of the competition
- Differentiating your products and service from your competitors by adding value
- Competitors' sales strategies - strengths and weaknesses
- Using questions that drill for true needs
- Summarising impact of customer needs to create opportunity

#### Presenting solutions and gaining commitment

- Analysing your fears, objections and doubts
- Design solutions with the options and flexibility
- Blend products, sales processes and problems together
- Presenting your proposal using persuasion and influencing skills
- Creating commitment by linking benefits to the client's needs
- Understand when to close and what style to use

## **FURTHER COURSES TO CONSIDER**

#### Managing and Developing Key Accounts

#### Stepping Up to Account Management - Combining Planning, Process and People Skills

#### Finance for Sales People

#### Running Productive Sales Meetings - Effective Face to Face Selling