



Introduction To Consultative Selling Skills

As business becomes increasingly competitive, today's salespeople need to deploy skills and strategies that set them apart from their competitors in order to win and keep customers.

The Introduction to Consultative Selling programme will provide you with the tools and expertise you need to better understand and satisfy the needs of your customers, be they external or internal, and enable you to win and keep more business.

As a result of attending this programme you will be better able to:

- Apply questioning and listening skills to clearly understand what the customer wants and why it is important.
- Establish personal credibility and mutual value in every customer interaction.
- Communicate the value of your products and services in a way that addresses customer needs and why they represent value for your customer's current and future business.
- Adopt an approach for ending every meeting or call with appropriate next steps for both parties.
- Evaluate and enhance your impact as a Trusted Advisor to your customers.
- Identify sales behaviours you will Stop, Start and Continue, to immediately apply the skills you've learnt.

One day programme for up to twelve participants. Can be delivered virtually or face-to-face.

Who should attend: Anyone involved in the sales process, in person or online.

What participants say:

"Straight after the program our Technical Services Manager put his new skills into practice with a customer that had not shown interest in our offering so far. He immediately generated further appointments and created a large contract opportunity with the customer's CEO."

"One of the best training sessions I've been on."

"Thank you so much for the training session...I really enjoyed and learnt lots from it. It was extremely informative, enjoyable, supportive, and answered all of my queries and provided more information on top. I look forward to putting some of the techniques/tools I've learned into practice."

"The course highlighted a lot of common mistakes we can make when approaching a customer meeting and offered effective exercises to help us avoid these mistakes and improve our general communication skills."

