
Advanced/Consultative Selling Skills – 2 Day Course

Programme Introduction

This programme is designed for those in a client-facing role who wish to develop their skills past the level of normal customer sales and account management. Delegates will leave the programme with a clear understanding of how to build strong and long lasting client relationships through quality communication skills and strategic sales planning. The programme will also stress to delegates that successful consultative sales people need to be skilled in many areas of business development ranging from possessing sound business acumen and market knowledge to excellent interpersonal skills and the ability to problem solve at an advanced level.

Core competencies developed during this programme:

- Traditional selling versus consultative selling
- Strategic sales planning
- Advanced communication skills
- Personal impact
- Build successful long term relationships

Day One Outline:

- Welcome, introduction & review personal objectives
- What is consultative selling?
 - Versus traditional selling
 - What does it mean to the business?
- Strategic planning
 - Setting objectives & tactics
- Understanding the client
 - The market / the culture / people & politics
 - Targeting clients and resources
 - How does your client perceive you now?
- Engaging clients & unearthing business opportunities
 - Advance communication skills
 - Dealing with multiple decision makers

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- Personal impact
 - The power of influence, communication and assertiveness
 - Building rapport. Becoming a preferred strategic partner.

Day Two Outline:

- Creating options and solutions
 - Presenting business proposals
 - Delivering creative solutions
- Controlling the transaction
 - Negotiating the proposition
 - Handling objections
 - Assessing client flexibility / trading skills
- Closing Skills
 - When to close? When not to close? And how to avoid ever having to close.
 - Recognising buying signals
 - Asking for the business
- Professional follow up
 - Ensuring long-term relationships
- Review personal objectives
- Summary & close