

Consultative Sales Skills

Overview

A consultative sale is a highly successful technique in business to business selling where partnering with the client is important. A consultative sale is where the sales person needs to work with the client to design a bespoke solution. One definition of consultative sales is the ability to be seen as an advisor.

A person using this approach sells based on their ability to engage with the customer as a peer, through their knowledge and conversational style.

They ask intelligent questions that provoke the thinking of the customer, making consultative sales more of a partnership approach.



Target Audience & Size

Sales people – 12 Max – Dates to suit

Duration & Cost

2 - 3 days - £1600 - £1800 per day - up to 12 people

Outcomes

By the end of the workshop participants will have;

- ✓ Reviewed their approach to their sales situations
- ✓ Identified the benefits of developing their consultative style
- ✓ Gained knowledge of how to change / develop
- ✓ Developed skills applied to actual live clients
- ✓ Developed individual actions to implement in the work place

Pre Workshop Activity

Participants prepare details about clients / prospects that they wish to target for improved sales results

Evaluation – www.mirtex.com

Participants can achieve a level 10 on the 1-10 MIRTEX scale = 'Actions implemented from the training had a significant financial impact'

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Agenda

- Introduction and individual development needs
- Consultative selling defined
- Prospect / Client analysis
- Do's & Don'ts
- Advanced questioning, listening and closing skills
- Identifying sources of power
- Engaging with the client
- Presenting ideas in a consultative style
- Application to personal scenarios
- Personal scenarios & practice with video
- Workshop Summary
- Personal Action plans, summary of workshop & Follow up emails

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