



Revolution

Learning and Development

Course Overview

Consultative Selling Skills

Course Aims

This consultative selling training course will provide those that attend with a tool box of effective business to business selling techniques.

It aims at providing approaches to build long term relationships with customers by avoiding 'hard sell' and instead pushes towards finding out about the customer's needs through effective conversations.

By the end of the session, attendees will:

- Be able to build rapport with customers or clients
- Know the right questions to ask to fully understand the customer or client's needs without putting on any pressure
- Be able to check they have the right information from the customer or client
- Be able to match products and services to the customer or client using the information they have gathered
- Be able to influence effectively
- Know how to stand out from their competitors

Course Content

- What is consultative selling and how does it differ to a normal sales approach?
- Preparing for the sales meeting
- Understanding the customer/client's needs
- The sales process
- Skills required throughout the process
- Matching products and services to get the sale
- Skills Practice

Course Benefits

- Increase sales levels
- Secure more appointments
- Use effective questioning techniques
- Build long term relationships
- Close more sales

Who Should Attend?

Those wishing to build long term relationships with customers or clients to sell business to business.

Price

Only available as an in-house workshop. Please contact us for pricing information.

Session Breakdown

What is Consultative Selling?

- Difference between a normal sales approach and consultative selling
- Beliefs about selling
- How will buyers respond to consultative selling?

Preparing for the Sales Meeting

- Researching the organisation and person/people you are meeting
- What do your customers or clients need or want? What are they buying?
- Preparing yourself for the meeting

Understanding Needs

- First impressions count
- How to generate conversation to establish customer needs
- Controlling the conversation
- Gathering the right information

The Sales Process

- A structure to follow to help the conversation along
- Moving into the sale

The Skills

- Effective questioning
- Listening
- Body language, tone of voice and choosing the right words

Matching Your Products and Services

- Matching the features and benefits of your products to the information gathered
- Ensure it doesn't feel like a sale at this point
- Making it feel as though the product/service is just what they are looking for

Closing

- Moving from conversation to closing sale

Course Information

This is a **one day** training event that Revolution Learning and Development deliver as an in-house course anywhere in the UK

We can make this more bespoke to your needs.

The cost of our open courses includes the learning materials, refreshments during the day and lunch.

To discuss your individual needs, email contact@revolutionlearning.net or call us on 03333 444 575.

Booking terms and conditions are available on our website.