

CONSULTATIVE SELLING SKILLS

Key focus

1. The steps of the solution selling process
2. The characteristics as a consultant instead of a sales person.
3. How to build customer relationships at all levels of the organization.
4. The trust factors that help you close sales in a shorter time.
5. The questions you need answered before you make your presentation.
6. The steps to answering objectives while providing to needs, benefits and solutions.

Who will benefit

This course is suitable for all Sales Engineers, Sales Support Team, Customer Service, Personnel Service, Technicians and Product Specialists. Any individual who wishes to improve sales performance, increase his company's customer base and retain existing customers can benefit from this workshop. The program is designed to meet current market challenges in developing solution based selling. It is targeted for sales executives, engineers and technicians who need to gain confidence from customers as to solutions recommended. The technique involves gaining confidence from the three critical levels, i)users, ii) problem solvers and iii) decision makers



Take The Next Step

Day one

1. Mindset Change

- From selling to consulting
- Motivate with a mission
- Stereotypes of the salesperson
- 6 levels of performance
- Change a 5 step process

0900-1030

Morning tea break

1030-1045

2. Building Trust

- Creating an impact
- Building trust & rapport
- Gain confidence
- Using sincere compliments

1045-1145

3. Follow The Process

Pre Sales Preparation

- Know your industry
- Know your company
- Know your products
- Know your competition
- Target market analysis

1145-1300

Lunch

1300-1400

Qualifying The Right Prospects

- Targeting the right people
- Interview at 3 levels
- Establishing needs, benefits & solutions at different levels
- Gain insights to key benefits

1400-1530

The Solution Base Approach

- Objectives of the approach
- Approach methods
- Product approach
- Consumer benefit approach
- Question approach

Afternoon tea break

1530-1545

Take The Next Step

4. Consultative Method Of Presentation

- The presentation AIDA format
- Key to successful sales presentations
- Always push the Hot Button
- Communication Process
 - 2 way communication
 - The importance of active listening
 - Non verbal communications
 - Facial expressions
 - Voice intonation

1545-1700

Day two

5. Questioning Techniques

- Closed questions
- Open ended questions
- Limited questions
- Alternate advance

0900-1030

Morning tea break

1030-1045

6. Handling Objections

- How to answer objections
- Techniques for handling objections

1045-1200

7. Closing the Sale

- Ask for the order
- Do not underestimate the documentation required
- Wait for the ink to dry

1200-1300

Lunch

1300-1400

8. Post Sale Relationship

- Different levels of relationship

1400-1530

1530-1545

Afternoon tea break

- Developing and nurturing relationships
- Managing the key account

1545-1700

Take The Next Step