



Consultative Selling

Taking a consultative sales approach is about understanding “the business of the business” so you can help customers solve real business problems. Consultative selling enables salespeople to differentiate themselves by demonstrating that they have what it takes to help execute business strategy, not just make another sale.

Objectives

- Participants will learn a process for increasing consulting competence, and explains the four phases of the consultative selling process and the obstacles that typically accompany each phase
- The workshop helps participants understand the “No-Trust” barrier, and how relating can address it. Participants learn to initiate the consultative process in a way that communicates empathy and understanding, which builds credibility throughout the process
- Participants will also learn how to recognize customer behavior that indicates there is no need. They learn to understand the client’s problem as the difference between the “Have” and the “Want” sides of the Gap Model, and practice using questioning and listening skills to gather information about the problem
- It teaches participants how to understand and recognize the barrier of “No-Help”. Participants can use task and personal appeals to communicate how the solution solves the client’s problem, and ask for agreement to the solution
- The last unit emphasizes the importance of the “No-Satisfaction” barrier. Participants work to meet and exceed customer expectations after the transaction.

Contents

Consultative selling covers four key skill areas that, when combined, form the consultative selling model:

- Relating: Earning the customer’s confidence — and ultimately, trust — by demonstrating the credibility to help problem solve
- Discovery: Truly understanding a customer’s needs, motives, and buying situation before discussing feasible solutions
- Advocating: Presenting well thought-out solution recommendations linked directly to business strategy
- Supporting: Maximizing the potential for customer loyalty by enhancing the relationship post-sale through value creation before, during, and after implementation

Methodology

Consultative selling is a three-day, facilitator-led workshop that capitalizes on the many undeniable benefits of classroom-based learning, such as face-to-face salesperson-to-salesperson and salesperson-to-facilitator interaction, true-to-life skills practice, and immediate in-person feedback. Also, the core skills presented are augmented with various support tools that help salespeople hone new skills and behaviours, and sales managers more proactively develop a sales force.

Target Group

Sales people, sales managers, sales support staff, in-house sales representatives, telesales representatives, marketing staff and marketing managers.