



# Consultative selling

Your success in sales is dependent on having a strong understanding of your customer and a clear plan to uncover and maximise all the opportunities. This programme is suitable if you are new to sales or moving into a more consultative sales role. It will introduce you to the buying process and provide practical tips and techniques to help guide your customer through it as well as enabling you to lay a strong foundation for exceptional sales results.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

## Key course elements

### The Buying Process

- An insight into how buyers buy and the process they go through (i.e. the focus is on their buying process, not your sales process)

### Opening a Sales Call

- What/how do you prepare for a sales call
- What are the key success factors in opening your sales call

### Finding the Need

- What are the right questions to ask to identify the need and generate urgency of action

### Positioning the Solution

- Tailoring your solution to your customer's specific needs

### Closing the Sale

- The only three, real, closes of a sale

## Participants will learn to...

- Fully understand your customer's buying process to identify their position
- Adapt your behaviour to address the needs of your customer at the relevant stage of the buying cycle
- Effectively plan and open a sales call
- Use pain and gain questions to identify the customer's requirements and build the need for urgent action
- Understand that your customer buys for their reasons and how to tailor your solution to their reasons
- Use the right close for the right customer in the right way

**BiteSize Learning**

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