

Consultative Selling Methodology

Amsterdam (Netherlands)

26 - 30 August 2024

UK Training

PARTNER



Consultative Selling Methodology

Code: CC28 From: 26 - 30 August 2024 City: Amsterdam (Netherlands) Fees: 4200 Pound

Introduction

This 5-day consultative selling methodology outlines the essential skills and processes needed to successfully close sales in a professional manner. A lesson will cover the basics of consultation selling, such as its history, methods, advantages/disadvantages, and common tools used in successful implementations

Course Objective

- Assessing customer's obstacles & desires through probing questions
- Strategies for building meaningful connections
- Examining market trends to determine customer needs efficiently
- Closing techniques that ensure win-win deals
- Develop tailored solutions or packages that meet specific must-have criteria including budget frames

Course outline

Day 1

Preparation

- Introduction & Background on Consultation Selling
- Understanding your customer's needs, researching their industry & outlining objectives
- Learn key definitions and concepts related to consultative selling
- Gain an understanding of who your customer really is

Day 2

Building Rapport & Gathering Data

- Listening actively to customers while gauging buying signals
- Assessing customer's obstacles & desires through probing questions
- Listening actively to customers while gauging buying signals
- Building Rapport & Market Analysis
- Establishing Credibility

Day 3

Presenting Solutions

- Articulating product features with an understanding of prospective ROI impact on clients' operations
- Customizing pitches based on interests identified during data gathering session

UK Training

PARTNER



- Presenting Solutions
- Articulating product features with an understanding of prospective ROI impact on clients' operations
- Crafting Solutions & Negotiations
- Comprehensive Discovery Process

Day 4

Showcase Your Value

- Communicating value proposition centered around a stated business goal by using clear anecdotes about how you meet those goals for past clients
- Showcase Your Value- Communicating the value proposition
- Overcoming Objections & Analysing Performances
- Solution Development and Must-Have Criteria

Day 5

Closing

- Navigating objections associated with cost or scope of work etc. if applicable without compromising quality standards set forth within the proposal
- Final Applications
- Client interactions collaboration
- Performance Measurement & Review
- Accurately measure success metrics
- Trials/Tests
- Innovative New Sales Solutions developments including potential ROI
- Set goals via quarterly reviews
- Performance vs milestones establishment

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training
PARTNER

Blackbird Training Cities

Europe



Zurich (Switzerland)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Moscow (Russia)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

- Professional Skills
- Finance, Accounting, Budgeting
- Media & Public Relations
- Project Management
- Human Resources
- Audit & Quality Assurance
- Marketing, Sales, Customer Service
- Secretary & Admin
- Supply Chain & Logistics
- Management & Leadership
- Agile and Refinement

Technical Courses

- Hospital Management
- Public Sector
- Special Workshops
- Oil & Gas Engineering
- Telecom Engineering
- IT & IT Engineering
- Health & Safety
- Law and Contract Management
- Customs & Safety
- Aviation
- C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



training@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

