

## Consultative Selling Methodology

*Madrid (Spain)*

*6 - 10 January 2025*

UK Training

# PARTNER



## Consultative Selling Methodology

Code: CC28 From: 6 - 10 January 2025 City: Madrid (Spain) 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

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**

- 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 queen, a rook, and a pawn) in gold and silver, set against a background of concentric white circles on a light gray surface.

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](mailto:training@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

