

## Consultative Selling Methodology

*Berlin (Germany)*

*16 - 20 December 2024*

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## Consultative Selling Methodology

Code: CC28 From: 16 - 20 December 2024 City: Berlin (Germany) 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 outlines

#### 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 the data gathering session.
- Presenting Solutions.
- Articulating product features with an understanding of prospective ROI impact on clients' operations.
- Crafting Solutions & Negotiations.
- Comprehensive Discovery Process.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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#### 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.

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