

Consultative Selling Methodology

Toronto (Canada)

14 - 18 July 2025

UK Training

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Consultative Selling Methodology

Code: CC28 From: 14 - 18 July 2025 City: Toronto (Canada) Fees: 5700 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 queen, a rook, and a pawn) in gold and silver. The board is white and black, and the pieces are arranged on the board. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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- 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, and a pawn) on it, set against a background of concentric circles. The text 'UK Training' is positioned above the word 'PARTNER' in a large, bold, black font.

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