

## Consultative Selling Methodology

*Toronto (Canada)*

*14 - 18 July 2025*

UK Training

# PARTNER



## Consultative Selling Methodology

Code: CC28 From: 14 - 18 July 2025 City: Toronto (Canada) Fees: 4700 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 pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

## 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 knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### Africa



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training  
**PARTNER**

## Blackbird Training Cities

### Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



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 Elevation

### 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

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

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

UK Training  
**PARTNER**

