

## Consultative Selling Methodology

*Kigali (Rwanda)*

*20 - 24 January 2025*

UK Training

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## Consultative Selling Methodology

Code: CC28 From: 20 - 24 January 2025 City: Kigali (Rwanda) Fees: 3300 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.

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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.

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.

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**BLACKBIRD**  
FOR 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)

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