

Consultative Selling Methodology

Manama (Bahrain)

20 - 24 April 2025

UK Training

PARTNER



Consultative Selling Methodology

Code: CC28 From: 20 - 24 April 2025 City: Manama (Bahrain) Fees: 3700 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 (pawns and a king) on it, set against a background of concentric circles.

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

 www.blackbird-training.com

UK Training
PARTNER

