



"Master-Classes" in Sales and Marketing Skills

CONSULTATIVE SELLING A Three-Day Programme

Programme Objectives

Specific Objectives for the programme are to:

- Give your team an understanding of their role as professional consultative sales people and knowledge of the skills they require.
- Improve delegates' ability to identify and influence all those involved in the buying decision and improve their skills in account development and management.
- Develop a detailed plan for developing more business.
- Improve communication skills and the presentation of your company's solution to the client's needs and problems.
- Be able to close sales effectively.

Delegates will be encouraged to build a personal action plan that will lead to more business opportunities, a higher success rate and improved business performance.

Who is this Programme for?

This programme is designed for all personnel involved in a complex or highly competitive sales environment. Ideal for the person relatively new to sales it also gives the more experienced delegate time to refresh skills and formulate sales plans.

Programme Contents

- . Your professional business development role
 - . Knowledge and skills profile
- . Client relationships
 - . Analysing company/customer relationships
- . Planning the Sale
 - . The process of selling
 - . Planning the key steps
 - . The sales step process
- . Establishing the buying criteria
 - . Qualifying prospects
 - . People who influence the purchasing decision
 - . Qualification factors
- . Prospecting, the ways to find more business
 - . What constitutes a prospect
 - . Constructing the prospect file
 - . Determining lead times
- . Progressing projects – pre-approach work
- . Creating the right image
 - . The approach – first impressions

- . Non-verbal communication
- . Two-way communication skills
 - . Selling ideas by asking questions
 - . Informed questioning techniques
 - . Listening skills
- . Realising client needs – the APT “win client” consultative selling model
 - . Analysing selling points
- . The benefits of your company products and services
 - . Delegate analysis of features, advantages and benefits
 - . Understanding competitive advantage
 - . Product differentiation
- . Establishing value for money
 - . Valuing your benefits
- . Presenting the sales case
 - . Putting the benefits across
 - . Using supporting sales aids
 - . Practical working session
- . Winning the business you have worked for
 - . Strategies for overcoming objections
 - . Justifying the price
- . Identifying buying signals
- . Securing the business
 - . Closing on contract commitment
 - . Commitment development techniques
- . Your personal action programme
 - . Review of key issues
 - . Personal action plan
 - . Self-improvement techniques for the future

Note: The above will be supported by practical exercises, syndicate work and CCTV role-plays

