



CONSULTATIVE SELLING SKILLS

Course Outline

Course overview and duration

The art of effective selling has changed considerably over the last decade. Organisations no longer want to be branded with the “used car sales approach” but, instead, want to be renowned for adopting a more consultative partnership approach with their customers and clients. This course aims to equip delegates with advanced skills for a more professional selling technique.

This training may be delivered as a 1-day or 2-day course, depending upon the level of detail that is required to meet the desired learning objectives.

Who will benefit from this course?

This Consultative Selling Skills course is designed for anyone who is new to selling. It is also ideal for experienced sales professionals, who wants to enhance their current approach by learning how to become more consultative when selling products or services to prospective or existing customers.

What you will learn:

- Define the difference between good and poor selling skills.
- Understand what is meant by ‘Consultative Selling’ compared to traditional methods.
- Adopt the positive traits of a professional and successful sales consultant.
- Research and classification of prospective and active clients.
- Build long-term and committed relationships with your customers and clients, through integrated communication and marketing approaches.
- How to apply subtle questioning techniques to disclose your clients’ real needs.
- The consultative sales cycle and mapping your client activity.
- Objection handling.
- Action-based closing of the sale and how to progress to the important next steps.
- The art of negotiating for a ‘win-win’ outcome.
- Developing repeat business and expanding your client base within organisations.

All delegates will leave the training with a personalised action plan.

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