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THE ART OF
Consultative Selling

Course Introduction:

The Art of Consultative Selling workshop will convert mere salespeople (who are merely selling their products) into more effective sales professionals who are solution providers and problem solvers who can complement their clients' business needs. This workshop will introduce and reinforce prospecting techniques, behavioral analysis, one-on-one selling, negotiation approaches and closing techniques.

Course Objectives:

At the end of the Programme, participants are expected to BE ABLE to:

- Prospect effectively
- Identify the needs wants of clients
- Present product with confidence
- Use the strengths of company to overcome the strengths of competitors
- Develop sell belief in the product
- Create the right atmosphere for a sales pitch
- Cultivate a selling mindset
- Handle objections
- Close sales
- Enhance sell skills and presentation
- Think ahead of clients and competitors
- Train others in selling techniques

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Who Should Attend?

Sales Managers. Sales Executives. Sales team. .People who have to market their products and services

Course Outline:

Module 1: Consultative Selling defined

Key Learning Points:

- Comparing Current Styles of Selling
- Understanding the selling and buying cycles
- Identify Needs
- Needs Versus Wants

Module 2: Managing Relationship Selling

Key Learning Points:

- What is Relationship Selling
- Initiating research and approach stages
- Winning leads
- Contact Strategy

Module 3: Managing Need Identification and Dimensioning

Key Learning Points:

- Identifying Customers' Needs
- Old Style – Product pushing and Presentation Skills
- Questioning and listening techniques
- Winning prospects' confidence

Module 4: Managing, Producing and Monitoring

Key Learning Points:

- Looking at the big picture :Present a whole solution to Needs
- Understanding each need
- Checking agreement with customers before moving to their next point
- Direct close on the whole package
- Provide quality solutions

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Module 5: Relationship Selling Skills

Key Learning Points:

- Setting your objectives for meeting
- SMART Objectives
- Never leave things to chance
- Full Sales Objective
- Call preparation checklist

Module 6: Preparation – Objectives and Research

Key Learning Points:

- Objectives and focal points of emotion during sales
- Focus of receptivity
- Focus of dissatisfaction
- Focus of power

Module 7: Gaining Entry

Key Learning Points:

- The sales letter
- Selling the meeting not the product
- Setting clear objective for each call
- Talk to the right person

Module 8: Creating The Right To Sell

Key Learning Points:

- The opening of the call
- The questioning strategy
- The Questioning Structure
- Types of questions: Situation Questions; Problem Questions; Implication Questions; Pay-off
- Questions; Acceptance Questions and Commitment Questions

Module 9: Features, Advantages, Benefits (FAB) vs Consultative Selling

Key Learning Points:

- Understanding FAB
- Pairing FAB with Needs
- Pairing FAB with Wants
- FAB and Consultative Selling

Module 10: Handling Objections

Key Learning Points:

- Types of objection
- Do customers always mean what they say
- Winning over objections
- The communication strategy

Module 11: Closing The Sale

Key Learning Points:

- Staying alert to signs
- Questions

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- Statements
- Body language

Module 12: Sharpening Basic Skills

Key Learning Points:

- Active listening
- Clarification and confirmation techniques
- Meeting of minds
- Using clear English

Module 13: Keeping Ahead of The Game

Key Learning Points:

- Remaining as the best closer
- The learning sequence
- Unconscious and conscious incompetence
- Conscious and unconscious competence
- Learning log

Module 14: Sales Coaching

Key Learning Points:

- Identifying successful areas
- Identifying areas that need improvement
- Canned presentation vs. "Flying by the seat of the pants" techniques
- Behaviour during sales
- Walk the talk
- Learning log

Module 15: Selling Skills Development

Key Learning Points:

- Designing learning logs
- Determining learning objectives and learning outcomes
- Styles of selling exercises

Course Certificate:

International Center for Training & Development (**ICTD**) will award an internationally recognized certificate(s) for each delegate on completion of training.

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Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

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