

Consultative Selling Methodology

Marketing, Sales, Customer Service
Amsterdam (Netherlands)
27 - 31 Jan 2025

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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 outline

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

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 right side of the board.

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Presenting Solutions

- Articulating product features with an understanding of prospective ROI impact on clients' operations
- Customizing pitches based on interests identified during data gathering session
- Presenting Solutions
- Articulating product features with an understanding of prospective ROI impact on clients' operations
- Crafting Solutions & Negotiations
- Comprehensive Discovery Process

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

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