# Mastering Consultative Selling: A 1-Week Intensive Program

30 November – 4 December 2026
Brussels (Belgium)



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## Why This Course

In today's competitive business environment, successful sales go beyond simply promoting products. Consultative selling empowers sales professionals to understand client needs, build trust, and deliver solutions that provide real value. This intensive 1-week program equips participants with practical skills, strategies, and frameworks to transition from traditional, product-focused selling to a client-centric approach. Attendees will engage in interactive exercises and real-world scenarios to strengthen their ability to uncover opportunities, influence decision-makers, and establish long-lasting client relationships.

## What You'll Learn and Practice

By attending this program, you will be able to:

- Apply the consultative selling framework across diverse sales situations.
- Conduct in-depth discovery to identify explicit and implicit client needs.
- Build trust, credibility, and rapport through active listening and empathy.
- Present tailored solutions that align with client objectives and deliver value.
- Manage objections, negotiate effectively, and close deals consultatively.
- Implement post-sale strategies to maintain and grow long-term client relationships.

## The Program Flow

### Day 1: Foundations of Consultative Selling

- Introduction to the consultative selling methodology
- Shifting from product-centric to client-centric sales
- Understanding the modern buyer's journey
- Developing a consultative mindset

### Day 2: Mastering Discovery and Needs Analysis

- Advanced questioning techniques
- Active listening and empathy in client interactions
- Identifying explicit and hidden client needs
- Techniques for uncovering business challenges and opportunities



### Day 3: Solution Development and Presentation

- Aligning solutions with client objectives
- Crafting compelling value propositions
- Presenting solutions consultatively
- Handling objections effectively

### Day 4: Building Trust and Client Relationships

- Establishing credibility and expertise
- Strategies for long-term client relationship building
- Communication techniques in complex sales environments
- Navigating multiple stakeholders in B2B contexts

### Day 5: Closing Deals and Ensuring Client Success

- Consultative closing techniques
- Negotiation strategies aligned with client value
- Post-sale relationship management
- Measuring and ensuring long-term client success

## Individual Impact

Participants will leave the program with:

- Stronger skills in uncovering and addressing client needs.
- Enhanced ability to build trust and credibility with clients.
- Improved confidence in handling objections and negotiating effectively.
- Greater capacity to secure long-term contracts and repeat business.

## Organizational Impact

Organizations will benefit from:

- Increased sales effectiveness through a client-focused approach.
- Stronger client relationships and higher retention rates.
- Greater deal value and repeat business opportunities.
- A culture of consultative selling that drives sustainable growth.



## Training Methodology

- Interactive lectures and practical exercises
- Role-playing and scenario-based sales simulations
- Group discussions and peer learning
- Real-world case studies in consultative selling
- Action planning for immediate application in sales activities

## Beyond the Course

By the end of this 1-week program, participants will be ready to:

- Apply consultative selling techniques in real client interactions.
- Transform sales conversations into value-driven partnerships.
- Close deals effectively while ensuring long-term client satisfaction.
- Drive organizational sales growth through strategic, client-centric selling.

