

Mastering Consultative Selling: A 5-Day Intensive Program

Marketing, Sales, Customer Service
Cape Town (South Africa)
29 Sep - 03 Oct 2025

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Mastering Consultative Selling: A 5-Day Intensive Program

Ref: 321671_143497 **Date:** 29 Sep - 03 Oct 2025 **Location:** Cape Town (South Africa) **Fees:** 3300 Euro

Course Description

This intensive 5-day program equips sales professionals with the skills and strategies needed to excel in consultative selling. Participants will learn how to shift from traditional product-focused selling to a client-centric approach, focusing on understanding customer needs, building trust, and providing tailored solutions. Through interactive sessions and practical exercises, attendees will develop the ability to engage in meaningful dialogues, uncover hidden opportunities, and create long-lasting client relationships.

Learning Objectives

- Master the consultative selling framework and its application in various sales scenarios
- Develop advanced questioning techniques to uncover client needs and pain points
- Learn to build trust and credibility through active listening and empathy
- Acquire skills to present solutions that align with client objectives and deliver value
- Understand how to handle objections and close deals using a consultative approach
- Gain insights into post-sale relationship management and long-term client success

Course Modules

Day 1: Foundations of Consultative Selling

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

Day 2: Mastering Discovery and Needs Analysis

- Advanced questioning techniques
- Active listening and empathy in sales conversations
- Identifying explicit and implicit client needs
- Techniques for uncovering business challenges and opportunities

Day 3: Solution Development and Presentation

- Aligning solutions with client objectives
- Crafting compelling value propositions
- Techniques for presenting solutions consultatively

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from the king piece.

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- Handling objections with a consultative approach

Day 4: Building Trust and Relationships

- Establishing credibility and expertise
- Strategies for building long-term client relationships
- Effective communication in complex sales environments
- Navigating multiple stakeholders in B2B sales

Day 5: Closing Deals and Ensuring Client Success

- Consultative closing techniques
- Negotiation strategies in consultative selling
- Post-sale relationship management
- Measuring and ensuring long-term client success

Practical Wins for Participants

- Increased ability to uncover and address client needs, leading to higher close rates
- Enhanced skills in building trust and credibility, resulting in stronger client relationships
- Improved capability to handle objections and negotiate effectively
- Greater success in securing long-term contracts and repeat business

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