

Consultative Sales Workshop

Duration

2 days

Suitable For

All employees who are customer facing and have responsibility for generating revenue. It gives a sound grounding for those for whom the relationship is as important as the sale itself, and enables them to build sound business relationships and grow revenue.

Aims & Objectives:

By the end of the workshop delegates will be able to:

- Define the process
- Recognise their role in the process
- Build effective relationships
- Understand and use the sales process
- Handle objections confidently & effectively
- Close the sale
- Use follow up procedures to secure further sales

Course content

The role of the sales consultant

- Building relationships
- Building value
- Buying motives

The sales cycle

- Initial contact
- Rapport Building
- Uncovering Customer Needs
- Selling to Customer Needs
- Handling Objections
- Closing the Sale
- Follow up

Key Areas

- Developing customer need/motive
- Recognising & asking tension questions
- Features, advantages, benefits
- Building value into the process
- Asking for business
- Turning objections into opportunities

Continuing the process

- Planning for follow up
- Becoming proactive in sales
- Measuring sales

Planning how and when to apply new tools/skills

- Four stages of learning
- Action planning

Course Evaluation and Next Steps