PROFESSIONAL DEVELOPMENT TRAINING

09 884 0762

REQUEST QUOTE

1.0 DAY COURSE

Consultative Sales Training

Consultative selling is the art of asking intelligent, well thought out questions in the hope of learning what the true requirements are in any given organisation. The goal of the consultative salesperson is to identify if their proposed product or service is the right fit for a potential customer.

The PD Training Consultative Selling course is part of our newly redeveloped Signature Series courseware and has been designed to engage with participants and present key skills and concepts in a tailored learning experience.

Participants will learn key skills like what is consultative selling, how to identify potential clients, different types of personality types and how to best engage with them, discovery and presenting solutions, overcoming objections and cognitive reframing and persuasion techniques.

What You'll Gain:

This course looks at consultative selling through the lens of the changes that are shaping how businesses are engaging in B2B sales in a tech-driven and information-rich world. There is definitely a place for consultative sales – what has changed though is how salespeople should approach their craft to ensure that they continue to differentiate themselves from the pack. The key difference the course will explore is insight selling – an extension of the traditional consultative sales model. We have assumed that those people attending this course are no strangers to sales – we will revisit the sales process, and we will do this from the perspective of insight selling.

Outcomes

After completing this course, participants will have learned to:

- Understand What Consultative Selling Is
- Targeting Agile Organisations
- Targeting Mobilisers
- The Blue Ocean Strategy
- Personality Types
- Building Rapport

- Questioning Techniques
- Proposal Presentation
- Overcoming Objections
- Three Levels of Insightful Behaviours
- Connect, Convince, Collaborate
- Cognitive Reframing
- Persuasion Techniques

Modules

Lesson 1: The Changing World of Sales

- Welcome
- Expectations
- The Sales Landscape is Shifting
- The Emergence of Insight Selling
- Reflection

Lesson 2: Insight Selling

- Target Agile Organisations
- Target Mobilisers
- Teach for Differentiation
- Selling in the Blue Ocean
- Reflection

Lesson 3: Harnessing Your Sales Strengths

- Your Sales Profile
- Selling to Different Personality Styles
- Reflection

Lesson 4: The Consultative Sales Cycle

- The Sales Cycle
- Building Rapport
- Discovering Needs
- Presenting Solutions
- Overcoming Objections
- Closing the Sale
- Reflection

Lesson 5: Insight Selling Behaviours

- Three levels of insight behaviours
- Connect
- Convince
- Collaborate
- Reflection

Lesson 6: Additional Skills for Insightful Consultative Selling

- Cognitive Reframing
- Persuasive Tactics
- Reflection

Talk to our expert team

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