



Using Consultative Selling Principles and Tools

Learn how to sell consultatively.



Overview

Every Sales and Service professional is a business consultant first and then a sales or service professional. She/he needs to be able to understand customer needs, anticipate challenges, probe relevantly, look at the client's business as a whole and then decide what solution to offer which best suits the client's needs. She/he needs to map the entire customer lifecycle and treat sales as a onetime event – by ensuring alignment with internal stakeholders, before commitment to customer.



Learning Outcomes

This workshop intends to help learners explore the need and principles of consultative selling. It helps uncover the consultative mindset using tools and self-reflection exercises. It lays down a process for consultative selling and some templates for external and internal communication.



Your takeaways

1. Principles of Consultative Selling
2. Traits of A Consultant
3. Consultative Process
4. Consulting Tools and Mindsets
5. Beware of the Traps
6. Internal Influence and Partnerships



Program Details

- 90 + 90 mins
- Pre and Post work essential
- Delivered by expert facilitators
- Open to all
- English language only

