



## Workshop Overview

Consultative selling is all about establishing and winning trust with your prospect, whilst being able to demonstrate a thorough understanding of their pain points and signpost potential solutions.



## Benefits

By the end of this intense two-day workshop, you will have been exposed to consultative and value selling models you can adopt for your future business development. You will understand 'value' beyond price and be comfortable articulating this. The workshop will help develop your personal sales structure, how you effectively research and plan and enhance your confidence and communication skills.

## Outcomes & Content

- ✓ Introduction to consultative selling approaches
- ✓ Consultative versus traditional approaches
- ✓ Questioning and listening techniques
- ✓ Situation, problem, and identification of needs
- ✓ Recognising areas to add value
- ✓ Presenting Insights and perspectives
- ✓ Using emotional intelligence
- ✓ Mapping personality styles
- ✓ Creative thinking tools
- ✓ Presenting with confidence
- ✓ Proposal sense check
- ✓ Negotiating and closing
- ✓ Lessons from CX (Customer experience)



## Who should attend ?

This workshop is suitable for all sales related professionals who have at least one year's experience in product or service sales and would benefit from adopting a more consultative led sales approach to researching, identify and respond to customers' needs.

