



STRATEGIC



DIRECTION



TRAINING ON TARGET

Consultative Selling

At times of severe competition businesses need high performing sales professionals. But simply requiring them to work harder will not necessarily lead to achieving more business.

Consultative Selling takes the view that the *purpose of selling is to solve the buyer's problems*. This programme focuses on the attitudes and skills needed for productive sales relationships.

The best sales professionals can show that the customer's interests are more important than their own and can demonstrate the ability to solve the customer's business problems. This process increases the probability of a sale by keeping the focus on the customer and by addressing objections early in the sales cycle, rather than at the close.

The Barriers to Successful Sales

Four statements reflect barriers that we all have when approached by a salesperson

I don't trust you!

I don't have a need for your product / service!

Your solution will not work!

Our last transaction failed!

The programme gives the participants the ability to overcome these barriers.

Specifically participants learn how to: -

- ▶ Move effectively through a sales process
- ▶ Build trust and a relationship with a customer
- ▶ Ask questions to discover the real needs of our customer's organisation and its key decision makers
- ▶ Put forward a proposal in a positive and appropriate manner using the nuances important to the customer
- ▶ Support the customer after a purchase to ensure satisfaction (and repeat business)
- ▶ Learn from on going sales transactions and do better next time