

# Consultative Selling Skills

 Duration: 1 to 2 days  Maximum group size: 12 people

## Course overview

Employing a consultative sales approach when engaging with new or existing customers allows you to really understand the needs of a business and how your products or services will add real value.

## Who would benefit from attending?

Those sales professionals who need to employ a consultative and solution led approach to managing new or existing client relationships.

## Core development objectives covered

- Selling v's consultative selling
- The importance of consultative selling in a modern business environment
- Meeting preparation ~ customer research & profiling
- Unearthing the real wants, needs & expectations of the customer
- Advanced questioning techniques & active listening skills
- Building rapport quickly
- Matching customer requirements to your product portfolio
- Presenting solution led customer proposals
- Influencing multiple decision makers
- Gaining agreement & commitment during your presentation / meeting

## Delivery methodology

Futureproof's training workshops require all delegates to take a full and active role throughout. Our mix of trainer led discussion, facilitation, coaching and skills practice ensures that all delegates enjoy an interactive and supportive learning experience.



Want to tailor the content of this workshop and incorporate internal procedures, competency framework, organisational values & work-related challenges?

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