

Consultative Selling

Coaching Series

Abstract:

The world of selling is under siege. Transactional sales are moving to extranets; companies are dramatically reducing the number of suppliers and moving toward strategic partnerships providing higher value-add; buyers are better educated using powerful on-line search tools; product quality is dramatically improved with shortened life cycles, making true product differentiation harder to accomplish. What's a sales rep to do?

The only possible answer to these challenges can only come from changing selling behaviour from pitching to consulting. Prospects are demanding that sales reps who get their business exhibit a sincere interest in understanding their specific situation and environment, actively listen and respond, provide value unrelated to the immediate sales opportunity. In short, successful sales reps must be more attuned to a consultative advisor, with motivation driven by successfully solving their client's issues.

Learning Outcomes:

How? After the four highly interactive group sessions, participants will be able to:

1. Listen more intently to their prospects business pain and needs
2. Clarify and communicate the value of themselves, their solutions and their organization in a useable sales tool
3. Utilize an administrative simple sales tracking process and tools that supports better decision making and resource planning
4. Prioritize their effort to focus on the best opportunities
5. Efficiently drive their selling efforts using an approach that reduces redundant activities

Testimonials:

- *"Thanks Brian for your B2B "Consultative Selling" course! As an entrepreneur, I face a common challenge of wearing many hats. The sales and marketing hat is a new one for me, but after taking your course I have the tools, process, skills, and most importantly, the confidence to succeed in growing sales for my business. I know that the commitment to customer value that underlies your approach will stand my business in good stead for both the short- and the long-term."*
Alli Marshall, Strix Development, Inc.
- *"Fantastic four weeks. All information brings light to an unfamiliar area I may now tackle with the guidance and steps to do so."*
Catherine Saykaly-Stevens, WSI Solutions at Work

Format:

Four weekly 2 ½ hour, morning group sessions

