2: Consultative Selling

Telling Isn't Selling!!

Consultative Selling

Why Attend?

People don't want to be sold — they WANT to buy! People buy from 'people' — not 'companies'. This intensive highly practical workshop helps sales professionals build relationships build on trust using a collaborative, supportive approach to better understand clients needs and offer solutions.

Who Should Attend?

Sales professionals, account managers, customer service representatives and anyone with selling as part of the responsibilities.

Objectives

This workshop equips participants with the skills to:

- ❖ Understand client's decision making style
- ❖ Quickly establish trust and rapport
- ❖ Uncover client needs, offer insights and solutions to address their challenges
- ❖ Identify buying signals
- ❖ Viewing objections as opportunities to move toward closing the sale

Collaborative Meetings Approach

- ▪ Identify your sales person profile
- ▪ Use S.E.L.L. approach throughout meeting
- ▪ Convey the personal benefits to client using F.A.B. model

Insight - Solutions Selling

- ▪ Identify your sales person profile
- ▪ Storytelling to embed your product

Learning Highlights

Warning: This new thinking yields amazing results!

{ No Pain. All Gain. } 7 SOLUTIONS

MULTIPLE LEADERSHIP INTELLIGENCE

Powerful 'Whole-Brain' SOLUTIONS for...
Decision-making, Team Building, Motivation, Org. Change, Sales Success, Storytelling & Recruiting the Best ...

Dr. Robert Edmonson

Preparation

- ▪ What to do and how to prepare for meetings
- ▪ Remove self-limiting beliefs

Buyer Styles

- ▪ Understand different buyer types shifting them from where they are to where you want them to be

Building Relationships

- ▪ Establishing meaningful, trustful relationships
- ▪ Understanding personality thinking styles and decision making
- ▪ Identify your sales person profile
- ▪ Learn body language clues from clients
- ▪ Using S.U.C.C.E.S. model at client meetings

Handling Objections

- ▪ Identify Differences & Similarities
- ▪ Strategies to handle objections

Closing the Deal

- ▪ Closing Toolbox of 12 Strategies to match situation

Client Follow-up

- ▪ Maintaining the relationship