

CONSULTATIVE SELLING

The Consultative-selling Program is a 1 day interactive, case based workshop which helps customer-facing individuals and teams to act as business consultants and trusted advisors selling services and business solutions to customer decision makers.



LEARNING OUTCOMES

After completing this class, sales people will learn how to:

- Convert from being a product-lead sales person to solution-lead sales professional.
- Build and manage their sales force professionally.
- Forecast into important prospects.
- Differentiate their products and services from their competitors and create a consistent process plan for interacting with their customers.

Format

Instructor-led, 1-days Duration.

Audience

- Enterprise Account Managers.
- Sales Specialists.
- Sales and Marketing Directors
- Senior Sales Professionals.
- Senior Account managers and Business Development Executives
- Business Owners
- Relationship Managers and staff with revenue responsibility.

Prerequisites

Participants should ideally have prior selling and account management experience.

Course Content

Module 1: Creating Compelling Value Propositions for Sustainable Advantage
Module 2: Corporate Performance
Module 3: Customer's Customer
Module 4: Due Diligence
Module 5: Financial Acumen

Module 6: Running Numbers
Module 7: Corporate Structure
Module 8: Executive Discovery
Module 9: Corporate Strategy
Module 10: ROI Analysis
Module 11: Executive Presentation
Module 12: Building trust & credibility
Module 13: Application Plann