

professional development portfolio

Consultative Selling for Marketers

"Consultative Selling" is revolutionising the way professionals work. It shows how professionals, rightly wary of the idea of selling, should focus instead on building relationships with their customers that will ultimately result in long term, positive business results. As a result, marketers need to understand what consultative selling is all about and what it means for them.

This course helps the learner to understand their role as a marketer at every stage of the consultative sales process.

Consultative Selling for Marketers enables learners to:

- Understand the core principles of consultative selling and what they mean for marketing
- Use their expertise to help the sales people create interest in the company and its products
- Understand "gap selling" and the role they play in it
- Help sales people to understand the features and benefits of products and to handle objections
- Work with sales staff to focus the customer's excitement



Learning outcomes

Consultative Selling

- What is the consultative sales model?
- What does it mean for marketing?
- What are the core principles?
- What are the steps in the sales process?

Creating interest

- How do sales people create interest?
- How can I create interest?
- What can I do to help the sales people?

Creating excitement

- How do sales people find out what a customer wants?
- What is gap selling?
- How do we identify the gap?
- How do we widen the gap?
- Why is it important to "involve" the customer in their solution?
- How do sales people handle objections?
- How can I help with handling objections?

Convincing them

- How does a sales person get the customer to the "convinced" stage?
- How can I help with features and benefits?
- What else is important?

Closing

- How do sales people close a sale?
- What happens after the sale?

Target audience

This course is designed to appeal to marketers at all levels who need to understand the process of consultative selling. Those who are new to marketing will find that this course provides invaluable guidance on how they can help support the consultative selling process. More experienced marketers will value the opportunity to spend time brushing up on their skills and knowledge of the consultative sales process.

Duration: 3 hours

Additional services

Tailoring: ensure this course is relevant and engaging by tailoring it to the needs of your professional community or company.

See also: *Advancing the Sale, The Consultative Sales Process, Conversations with Customers, Customer Service.*