

professional development portfolio

Principles of Consultative Selling

People buy from people they trust and who understand their issues. The way a professional develops their relationships with their customers is key to their success.

Those who focus on the customer and their needs are more likely to be valued for their advice and trusted.

The **Principles of Consultative Selling** is based on three core principles:

- Focus on the customer
- Earn the right to advance
- Persuade through involvement

These underpin the techniques outlined in this course for progressing through the steps in the sales process and closing on a solution that will delight the customer.

The **Principles of Consultative Selling** enables the learner to:

- Understand the core attitudes and beliefs shared by successful sales people and place them at the heart of their approach
- Navigate the steps involved in the consultative selling process
- Develop and use their key selling skills to build more effective relationships with their customers
- Develop intelligent questioning strategies
- Make the most out of meetings with customers and potential customers
- Create compelling 'intelligent stories' that will engage a potential customer's interest
- Help customers to understand their needs and involve them in developing appropriate solutions



Learning outcomes

Core principles

- What are the core principles of successful selling?
- How do I focus on the customer?
- How do I earn the right to advance?
- How do I persuade through involvement?
- What will happen if I ignore the principles?

Key selling skills

- What is "connecting"?
- What is "questioning"?
- What is "encouraging"?
- What is "confirming"?
- What is "providing"?
- How does this link to the core principles?

Meetings with customers

- How should I structure a sales meeting?
- How should I open a sales meeting?
- What is "advancing" and how do I do it?
- How should I conclude a sales meeting?
- How does this relate to the core principles?

The consultative sales process

- What is the consultative sales process?
- What are the steps of the consultative sales process?
- How can I move a customer up the steps?
- How can I make sure a customer doesn't go back down a step?
- How does this relate to the core principles?

Target audience

This course is ideal for anybody involved in developing long-term relationships with clients.

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, Consultative Selling for Marketers, Conversations with Customers, Customer Service.*