

publishing portfolio

The Consultative Sales Process

How do you move towards a sale? Move too quickly and your customers will not ask you back, but move too slowly and you may never make the sale. This course outlines the steps of the sales process and the techniques appropriate at each stage.

The **Consultative Sales Process** takes the learner through the steps required to move someone from prospect to customer. It looks at how to:

- Create interest
- Create excitement
- Convince them
- Close the sale

The **Consultative Sales Process** enables the learner to:

- Focus on the customer to understand their needs
- Involve them in the process to move up the buying steps towards a sale
- Earn the right to advance the sales discussion by being sensitive to the pace they are happy to move at
- Use appropriate techniques at each step in the sales process
- Create compelling “intelligent stories” that will engage a potential customer’s interest
- Uncover the customer’s needs by using open, closed and intelligent questions
- Develop the customer’s sense of need by identifying, widening and bridging the gap between their current position and where they would like to be
- Focus the customer’s interest by involving them in devising and exploring options



An annual license to **The Consultative Sales Process** provides an entire sales team with year round access to this unique learning resource.

Learning outcomes

Creating interest

- How do I first approach a customer?
- Why is an intelligent story important?
- How do I tell an intelligent story?

Creating excitement

- How do I know what will excite them?
- How do I get them excited?
- How do I channel their excitement?
- How do I stay in control of the process?
- How should I handle objections?

Convincing them

- How do I involve a customer in choosing what they want to buy?
- How do I present solutions?
- How do I present the key features?
- How can I help the decision-making process?
- How do I convince a customer?

Closing

- How do I close a sale?
- How do I deal with indecision?
- How do I negotiate successfully?
- What do I do after I close a sale?

Target audience

This course is the ideal introduction to the sales process for anyone new to selling and a useful refresher and practice tool for more experienced sales people.

Additional services

Blended learning: ½ day workshops available.

Tailoring: include your examples and issues.

See also: *Conversations with Customers, Principles of Consultative Selling, Negotiation Skills for Sales People, Account and Territory Management, Customer Service, The Internal Sales Person.*