

publishing portfolio

Principles of Consultative Selling

People buy from people they trust and who understand their issues. The way a sales person develops a relationship with their customers is key to their success. Sales people 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
- 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



An annual subscription to The **Principles of Consultative Selling** provides an entire sales team with year round access to this unique learning resource.

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 these 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?

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 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, The Consultative Sales Process, Negotiation Skills for Sales People, Account and Territory Management, Customer Service, The Internal Sales Person.*