



CONSULTATIVE SELLING SKILLS TRAINING

"Consultative selling is about asking the right questions, not just giving the right answers." - Brian Tracy

Looking to become a top-performing sales professional? In today's competitive business landscape, simply pitching your products or services is no longer enough. The key to closing deals and building successful long-term relationships with clients is through consultative selling. This course is designed to equip you with the essential skills needed to excel in consultative selling. Consultative Selling focuses upon the client rather than your product or service. It is a process which creates rapport, builds trust and focuses on creating sustainable relationships. Join us to elevate your sales game and drive consistent results in today's competitive market.

Key Course Content:

- Understand buyer behaviour
- Identify a client's needs
- Involve and engage your client through the selling process
- Build trust and commitment
- Create knowledge base (not a database) of your most profitable clients
- Add value to your client that is not necessarily related to your service or product
- Develop contingency plans in case your client perceives a service failure
- Create, Communicate and Deliver Value
- Position yourself as a unique source of help that can't be found anywhere else
- Actively listen – What?



Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



Duration:

This course is available as a 1-day course or a truncated ½ -day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.

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