

The switch from selling products and services to selling solutions unleashes vast amounts of potential for the individual sales person. However it requires a behavioural change, and the use of new skills to achieve the rewards. Delegates will learn how to fully understand the client's requirements and provide solutions tailored around their needs to make profitable sales. The course focuses on:

## Understanding the client

- Developing relationships that support understanding
- Expert questioning and listening skills
- Drawing the customer's precise requirements
- How to add value to your customer relationship
- Keeping the margin high
- Presenting solutions and closing the business

## Who Will Benefit?

Sales people needing to adopt a consultative selling style

## Course Outline

- Understanding the psychology of the buying cycle
- The stages of persuasion in the selling cycle
- The prospects current situation
- Identify problems and their implication
- State the prospect's needs as stated by them
- Your organisation as the ideal supplier
- Aligning the solution for different decision makers
- Value ROI and payoffs of the proposed solution
- Handling concerns about risk, costs and implementation
- The principles of consultative selling and the sales cycle
- The skills and behaviours of a consultative sales person
- Questioning
- Listening
- Push vs Pull influencing styles of selling
- Gaining real understanding before offering a solution
- Applying emotionally intelligent interpersonal communication styles
- How to counter buyer tactics that reduce margin
- Win-win negotiation

## Duration

2 Days

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