

professional
development

Consultative Selling Skills

In-Company Training (2 Days)

Versatile Consultative Sales Skills

Tailored Workshop



in-company for
teams



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About This Workshop

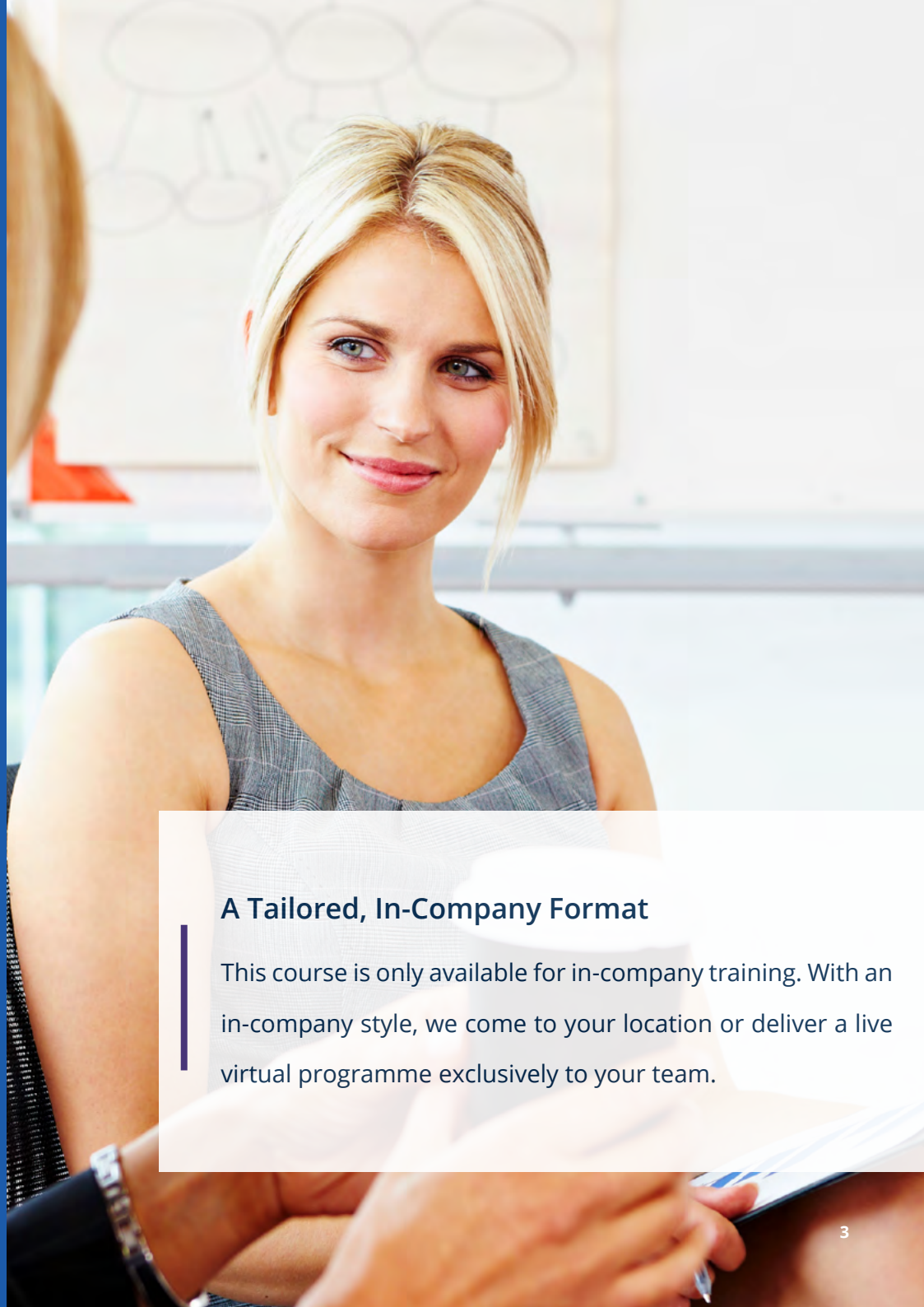
What is Consultative Selling?

Consultative selling is an approach to selling in which the customer's needs are used as the basis for the sales dialogue.

Here, the sales person learns about customer needs before talking about products or services.

Product knowledge is transformed into a tailored solution when delivered and positioned based on the client's needs and language. With consultative selling, the client's needs come first.

Needs are identified through a combination of preparation and effective drilling-down into client answers. Consultative selling takes the hard edge from selling and replaces it with a strong but flexible edge that custom-fits the client's needs.



A Tailored, In-Company Format

This course is only available for in-company training. With an in-company style, we come to your location or deliver a live virtual programme exclusively to your team.

Training Objectives

Upon successfully completing this workshop, participants will be equipped with the knowledge, skills, and confidence to:

- ✓ Understand Consultative Selling.
- ✓ Know the 6 steps of Consultative Selling.
- ✓ Master a consultative selling process to accelerate the sales cycle.
- ✓ Learn the psychological tools and techniques of successful selling.
- ✓ Develop a consistently positive attitude to generate predictable sales results.



Delivery Style

We run this Consultative Selling Course for in-company (often called “in-house” or “on-site”) training.

This means that we deliver training exclusively to your team on a date you choose.

There are many benefits to choosing an in-house style of delivery.

How In-Company Training Works

When you get in touch with us about in-company training - either by phone or by requesting a quotation using the button on this page - our expert training consultants will work with you to find the best training solution for your needs.

We will create a programme that addresses the issues and goals at the top of your list, and choose a training delivery method and dates that suits you best.



Why In-Company?

- ✔ **Tailored for Your Team** - While still adhering to the course syllabus, we can take your business and any challenges you are facing into account when delivering the course. We will make the training delivery relevant to your team.
- ✔ **You Choose the Delivery Style** - We can deliver this training as an in-person, classroom style course (where we come to your location), or by live, virtual classroom training (learn more on the next page).
- ✔ **Flexibility** - In-company training gives you the ability to schedule training at a time that works best for your schedule. It removes the inconvenience of having to take someone out of their role for training at a busy time.

[Get a Quote](#)

Delivery Style: Live Virtual Training

Virtual training enables participants to connect to live, trainer-led sessions from wherever they are located.

It's easy to connect and they will gain the benefits of a classroom style of training while enjoying the convenience of learning at home.

How Virtual Training Works

In advance of training, we will send each participant the information and link they need to join the training.

To connect with our live training, participants will need a steady internet connection and a device with a web-camera, speakers, and microphone. Most home internet connections work perfectly for live virtual training. These days, almost all smartphones, computers, and tablets have built-in web cameras, speakers, and microphones.

Our training consultants will make sure everyone has guidelines on how to get connected. It's an easy, user-friendly process.



Why Virtual?

- ✔ **Learn from Home** - This is an ideal solution for teams that work remotely. They can connect with real-time training sessions from wherever they are currently based.
- ✔ **Delivered by Experts** - By choosing our live virtual training, your team will learn from subject matter experts. They will also benefit from the ability to ask questions and gain advice from our trainers.
- ✔ **Group Training** - This style of training enables participants to interact virtually with their team. Via our online platform, they will be able to take part in group discussions and exercises without leaving home.
- ✔ **Focused Learning Environment** - One of the key advantages of an in-person classroom style training is the focused learning environment. Live, trainer-led virtual training also provides this high-impact format.

[Ask a Question](#)

[Get a Quote](#)

What Are The Benefits?

✓ Increased Sales & Profitability

Consultative selling is a solution-based selling process. This means that your pitches are tailored to meet the exact requirements of your customers, resulting in a higher closing ratio.

✓ Improved Long-Term Customer Relationships

This style of selling establishes trust and rapport with your customers, so that you can build thriving business relationships.

✓ A Fresh, Effective Approach to your Sales Process

Consultative selling is a different way to sell. Beginning with effective listening, you create a detailed description of what the customer needs before making your pitch.

✓ Higher Quality Sales Calls and Meetings

Through employing consultative selling methods, you build a stronger sales pipeline, engaging customers who want to speak with you.



Find Out More

Get a Quote

Ask A Quick Question



Who Attends?

Who will Benefit from this Workshop?

Our Consultative Selling Skills Course is available for in-house training.

This is a perfect way to deliver a focused skillset to your team. We can customise the course to fit the processes, goals and challenges specific to your business.

Consultative Selling Skills will benefit:

- ✓ Account Managers
- ✓ Sales Consultants
- ✓ Sales Representatives
- ✓ Business Development Personnel
- ✓ Business Owners and Directors

Workshop Content

① Preparing for Success

- Understand the role of professional sales in today's economy
- Define the selling process
- Prepare for the sales call
- Evaluate selling skills & establish meaningful objectives for this training

② Building a Rapport

- Understand & apply a proven selling process to create partnerships
- Learn how to make customers eager to talk with you
- Establish immediate credibility to build alignment with customers

- Learn effective networking techniques

③ Generating Interest and Identifying Needs

- Generate initial interest
- Uncover and appeal to different customer interests
- Use powerful open questions to get the information you need
- Widen the customer expectation gap to create interest
- Find out the primary buying motive

④ Providing Solutions

- Steps to present solutions
- Find out facts and benefits of your product
- Define FABs, USPs, UPBs and AIDA
- Use evidence and make an evidence book
- Present solutions that are persuasive and convincing

continued on next page...

Workshop Content

5 Appealing to Motive and Gaining Commitment

- Evaluate buyers to move the sale forward
- Use “Language Movie” to engage the customer’s emotions
- 6 ways to ask for the sale with confidence

6 Resolving Objectives

- Find points of agreement to lower customer resistance
- Learn special processes to resolve objections
- Ask the right questions to uncover hidden objections

7 Uncovering Opportunities

- Penetrate existing accounts
- Prospect for results to fill your sales pipeline
- Create a referral network of champions who bring business to you

8 Mastering the Selling Process

- Tie the sales process together
- Build on the successes you have experienced in this programme
- Develop a motivating personal vision to ensure higher levels of sales success



Ready to Go?

Get a Quote

Ask A Quick Question

3 Ways to Get Started



Talk to Us

You can reach us by phone on Freephone 1800 910 810, or 01 861 0700 (mon - thurs, 9.00am - 5.30pm, fri, 9.00am - 5.00pm).

We will be happy to answer any questions you have and advise on the best option for your team's consultative sales training.

Freephone 1800 910 810



Get a Tailored Quotation

Click the button below to request a tailored quotation for your company's consultative sales training

We will be in touch with a detailed quotation fitting your team's requirements.

Get a Quote



Ask A Question Online

If you would prefer to contact us online, request a phonecall, or to get in touch outside of office hours, using the "Ask a Question" button below is the best option.

We will respond with the information you need.

Ask a Question

About Us

Professional Development - 34 Years of Innovation and Excellence

We believe that the key to a thriving and rewarding career is continuous professional development.

For over 34 years, Professional Development has led the way in providing practical, innovative courses leading to relevant and respected certifications.

We specialise in delivering training for core business skills including project management, agile, scrum, lean six sigma, management, communications, sales, it service management, and training design and delivery skills.

Our courses are designed to expand your skills, & enhance your career potential



Our Courses

Our courses are a balanced blend of both theoretical learning and practical application. This focused learning environment optimises the impact of training.



Our Clients

We provide training for Ireland's leading brands, working with companies of all sizes in every industry. We also provide training for non-corporate organisations.



Our Team

Our trainers are chosen for their engaging manner and expertise in a chosen field. They bring a wealth of experience to each programme they deliver.



Our Certifications

In many sectors, international certification is now essential. We provide many options for globally recognised certification in each subject area.

Stay Connected



Contact Us

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