

# CONSULTATIVE SELLING

## Introduction

**Modern selling requires consulting with customers to find the solutions that meet their needs. This programme delivers a deep understanding of the specific skills needed for each stage of the consultative sales process.**

**Who will benefit:** Everyone who needs to build their consultative selling skills

**Duration:** One to three days, to include individual coaching time

**No. of delegates:** Up to 12 delegates

## Optional value-add services

- Training Needs Analysis prior to design and delivery to establish exact requirements for maximum programme value

***"Enquiries for products have tripled since the programme"***

Jane Pocock, Corporate Programmes Manager,  
Toshiba Information Systems UK

## Programme content

- Sales Process Analysis Workshop
- The role of consulting in selling
- Consulting through questioning
- Consulting through listening
- Powerful relationship building skills
- Managing the client
- Handling potential blocks
- Consultative approaches to solutions
- Becoming the trusted advisor

## Benefits

Delegates will have:

- a more effective sales process
- enhanced critical skills for consulting – questioning, listening
- powerful relationship building skills and tools
- improved client relationships based on mutual respect



DELIVERY

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