



Consultative Selling - Part 1 Foundation Programme

Overview, Purpose and Objectives



CONSULTATIVE SELLING - PART 1

FOUNDATION PROGRAMME

1. Programme Purpose and Objectives

This Programme serves as an introduction to Consultative Selling which focuses on selling Value. Delegates leave the Programme with an understanding that products and services have to be presented to show what they *do* for a customer and not just what they *are*.

The Foundation Programme provides delegates with processes and models so that they can commence a structured approach to their roles, including time management and planning to achieve their goals in their own markets with their own offerings.

The Principal Purposes of the Programme are:

- To enable inexperienced sales people to learn the processes and models necessary to differentiate themselves from competitors and to achieve the company's goals in a competitive environment
- To provide delegates with a Foundation Programme to Consultative Selling which can be built upon through the ESP Intermediate and Advanced Programmes which will enable them to present full Business Cases to high level decision makers demonstrating financial gains to the Profit and Loss Account
- Consultative Selling is now recognised as the only standard process that can provide a controlled method of building revenues and margins in a competitive environment. This Programme is geared to motivate delegates with the enthusiasm and commitment to build their sales skills to the highest possible level with the subsequent benefits to customers, themselves and their employers

The Principal Objectives of the Programme are:

- To provide delegates with a process to identify ideal prospects
- How to identify decision makers and how to make appointments
- Delegates are provided with a Selling Sequence Model for conducting face to face visits to establish customer needs
- Delegates are provided with a Benefit Analysis Model within which they learn how to establish, during Situation Analysis, the potential value of those benefits to a customer
- Delegates learn the principles of Success Psychology incorporating Goal Setting and Time Management



2. Programme Overview and Contents

This Programme is structured to run over two days typically for 8 to 12 delegates.

The main components are as follows:

- The Recipe for a Sale
- Buying Process / Decision Makers
- Benefit Analysis including Fact Finding Questions
- Accessing Decision Makers including Opening Benefit Statements
- AIDA Sales Process including Handling Objections and Closing
- Pre Call Research
- Time Management and Goal Setting
- The Basics of Success Psychology
- Projects and Role-Plays

Each of these subjects is extensive and, through the Programme, they are dealt with in small chunks with extensive participation from delegates through associated Projects and Role-Plays.

Programmes are customised to ensure that Projects, Role-Plays and general discussion are centred around the market place, competitors, products and services as related to the delegates, so that they feel that they are learning to sell their own products in their own market place.



Agenda for Consultative Selling - Part 1- Foundation

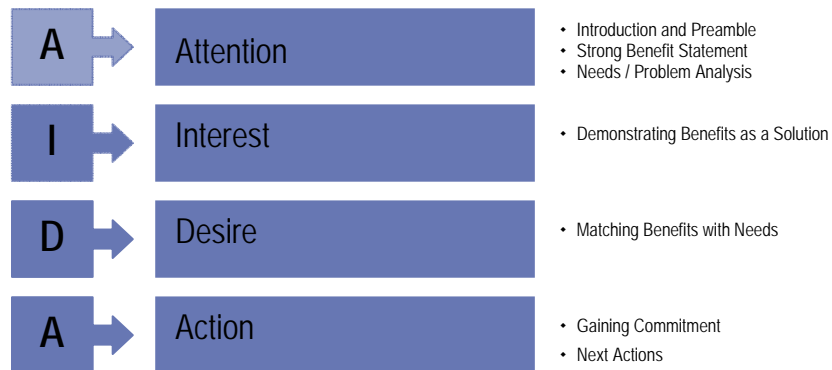
Day 1 - Morning

Consultative Selling Programme - Part 1 - Foundation

- **Introductions**
 - Course Leaders and ESP
 - Agendas for Day 1 and Day 2
- **Individual Delegate Introductions**
 - Challenges of Selling Today
 - Sales Training to date
- **Cost of a Sales Visit (Open Forum Discussion)**
 - Salary, car, expenses, fuel, pension, etc.
- **Elevator Speech**
 - Delegates demonstrate how they would introduce themselves and their company in two minutes
- **Recipe for a Sale (Benefits Matching Needs)**
- **Coffee Break**
- **Benefits Analysis**
 - Model and Projects
 - Non-industry examples
- **Needs Analysis – Fact Finding**
 - Source of questions
 - Models and Projects

- **The Matching Process**

- Overview of the AIDA Sales Process



- Presenting benefits as solutions
 - Handling objections and Closing

- **Lunch**

Day 1 - Afternoon

Consultative Selling Programme - Part 1 Foundation

- **Team Benefit Analysis Projects**
 - Company - People - Resource
 - Products and Services
- **Opening Benefit Statements**
 - Development and practice
- **Fact Finding Question Origination Project (Questions From Benefit Analysis)**
- **Evening Project Briefing**
 - Industry Role-Play preparation
 - Visiting new customer to use Day 1 training to obtain new business



Day 2 - Morning Consultative Selling Programme - Part 1 - Foundation

- Introduction to Day 2
- Success Psychology
 - Raising the Bar
 - Developing a Positive Attitude
 - Changing Beliefs
 - Goal Setting
 - Control versus Accident
- Review of Day 1
- Team Role-Plays Evening Project – First Half Of Delegates
 - Training Gaps
- Coffee Break
- Team Role-Plays Evening Project – Second Half Of Delegates
 - Training Gaps
- Review of Role-Play Findings
- Lunch

Day 2 - Afternoon Consultative Selling Programme - Part 1 - Foundation

- Open Discussion to Evolve Presentation of Offerings in Benefit Terms as a Solution
 - Matching Process
- Role-Play Practice Presenting Benefits as Solutions to Close
- Buying Signals and Styles
 - Body Language
 - Co-operative
 - Competitive



- Objections
- Handling Objections
- **Tea Break**
- Time Management
- Programme Review and Close