



Consultative Selling - Part 2 Intermediate (Value Add) Programme

Overview, Purpose and Objectives

CONSULTATIVE SELLING - PART 2 INTERMEDIATE (VALUE ADD) PROGRAMME

1. Programme Purpose and Objectives

Customers are increasingly seeing many products and services as a commodity. This perception leads to price being the main criteria. In order to increase prices / margins an additional actual or perceived value and differentiation needs to be appreciated and accepted by the customer. Selling Value is the basis of Consultative Selling.

The Principal Purposes of the Programme are:

- To expose delegates to Consultative Selling so that they can understand what it is and how it is used to sell value rather than price
- To teach delegates how to identify those customers that can enhance their business using their company's values and how to sell them
- To enable delegates to increase sales volumes and margins by embracing Consultative Selling methods

The Principal Objectives of the Programme are:

- To provide delegates with the skill and knowledge to enable them to understand the source of value and how to calculate it
- To teach delegates how to identify situations within a customer's operating circumstances where the application of their products and services can add value to the Profit and Loss account. These applications are recommended to a customer as part of a Win / Win proposal where the cost is shown as an investment against the identified returns
- To build the confidence of delegates to use Consultative Selling methods by replacing their old habits with new ones providing them with more control of how to build profitable business whilst maintaining and developing existing customers
- To motivate delegates to embrace Consultative Selling as a standard practice with all the benefits it brings for themselves, their employer and their customers



2. Programme Overview and Contents

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

As outlined in 'Purpose and Objectives', the concept of selling value rather than price is a complex step. It is necessary to overcome the natural instinct of delegates to protect existing habits and approaches to business, which have evolved over time.

The expression "If you do what you have always done, you will get what you have always got" is real and it follows that if you want different results you have to do something different.

Delegates need to accept that sales resources need to grow and develop the business, which brings with it the inevitable need to grow and develop one self.

The Programme is carefully structured to achieve a new approach by shifting the mindsets, beliefs and paradigms of delegates to willingly embrace the fact that if they cannot justify their costs by generating profits above the norm, their jobs will become obsolete and that adopting the new approach will enhance their personal values with their employer as well as their earnings and career progression.

The Programme is carefully designed and delivered to ensure motivation of the delegates rather than de-motivation and accepting that there is a solution to improving returns on their costs. In précis, the main components of the Programme are as follows:

- What is the state of the market place now in competitive terms?
- What will encourage more customers to buy at higher margins?
- What happens if we do nothing to address these issues?
- What are the benefits of delegates understanding and embracing the concept of Consultative Selling?
- Training on processes and models embracing the Consultative Selling concept
- Training on the source of values
- Role-Plays to customers selling value
- Embracing the concepts of Consultative Selling from tomorrow for the specific purpose of increasing revenues and margins

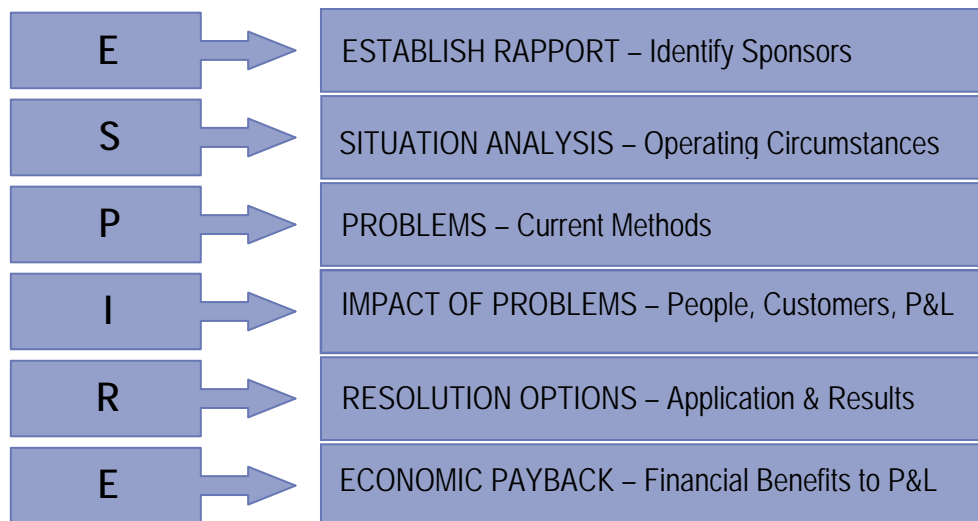
Agenda for Consultative Selling - Part 2 - Intermediate (Value Add) Programme

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

- **Introductions**
 - Course Leaders and ESP
 - Agendas for Day 1 and Day 2
- **Individual Delegate Introductions**
 - Personal Challenges
 - Sales Training to date
- **Open Forum - Review of Existing Selling Methods**
 - Benefits
 - Needs Analysis
 - Quotations
 - Closing
- **Elevator Speech Project**
- **Coffee Break**
- **Introduction to Consultative Selling**
 - Selling Value versus Price
- **Introduction to 'What Is Value?'**
 - Benefits and Value including P&L
- **Source of Value**
 - Benefit Analysis Model
 - Non Industry Example – Project
 - Gas Pocket Lighter
- **Lunch**

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

- **Group Benefit Analysis Project**
 - Industry – Company – People – Products / Services
- **Situation Analysis (Customer's Operating Circumstances)**
 - Customer Needs Analysis
- **Coffee Break**
- **The ESPIRE Model**
 - Components and use



- **Compiling Questions for Situation Analysis**
 - Originating questions from Benefit Analysis
- **Delegate Project – Planning Situation Analysis**
 - Preparing questions from earlier Non-Industry Benefit Analysis
- **Strong Benefit Statements**
 - Conception and use



- **Delegate Project – Strong Benefit Statement ('Elevator Speech')**
 - Review 'Elevator Speeches'
- **Team Evening Project Briefing**
 - Preparing for Consultative Sales Call using ESPIRE (non-industry)

Day 2 - Morning Consultative Selling Programme - Part 2 - Intermediate

- **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**
 - Options for Value Add Propositions
- **Value Based Win / Win Proposal Model**
 - Matching Needs with Benefits and Value
 - Template Handout
- **Lunch**



Day 2 - Afternoon

Consultative Selling Programme - Part 2 - Intermediate

- Delegate Project – Preparation for Industry Role-Plays
 - Benefit Analysis – industry, product or service
 - Situation Analysis (ESPIRE)
- **Comfort Break**
- Delegate Role-Plays of Industry Project
 - Training Gaps
- Review Role-Play Findings
- Options for Value Add Proposition
- Team Project – Value Add Proposal Preparation
- Review Value Add Propositions
- Programme Review And Close