



Module Two

Consultative Selling Part 1 – Foundation

Positioning:

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.

Deliverables:

- Provides delegates with Benefit Analysis Models, Projects and Role-Plays to teach them how to sell benefits as a solution to problems.
- Delegates are introduced to a well tried and tested controllable sales process consisting of Introduction – Fact Finding – Presenting Benefits – Objection Handling – Closing as a basic process to be developed through further training and experience to become high power financial value negotiators.

Contents:

- 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

Who Should Attend?

- People entering the sales arena for the first time, or existing sales people who have not experienced any formal training and who need to learn a controllable sales process to achieve targets either face to face or using the telephone.
- Sales Managers who have a need to train their own resources in basic training.