



## **Module Three**

### **Consultative Selling Part 2 – Intermediate (Value Add)**

#### ***Positioning:***

Customers are increasingly seeing many products and services as commodities. This perception leads to price being the main criteria. In order to increase margin, an additional actual or perceived value and differentiation needs to be appreciated by the customer. Selling value is the basis of Consultative Selling. This module teaches delegates the whole process based on the ESPIRE selling model.

There are two aspects to selling: **Strategic** and **Tactical**. The **strategic** aspect takes place prior to face to face communication and requires some researching of the prospective customer. Different people with different values and responsibilities will require different deliverables from a product or service. Users are concerned with how it works, how it will help them. Technical people are concerned with specifications, durability, capacities. Buyers are interested in price, availability, guarantees, while Financial people are concerned with not just costs but payback / return. Strategy is about assessing the playing field in terms of the buying process; i.e. "Who are the influencers?", "Who is the budget holder?", etc. **Tactics** are the face to face skills used to ascertain what is needed to facilitate the presentation of a proposal that meets the requirements of the various people concerned within the buying process, and in particular how the proposal will impact the customers P&L in financial terms.

#### ***Deliverables:***

- Teaches delegates how to increase sales volumes and margin by understanding, embracing and adopting Consultative Selling methods as a replacement approach to selling on price.

#### ***Contents:***

- How selling value helps customers
- The source of value and what value is
- How to identify the circumstances where value will enhance the customer's business
- How to use the ESPIRE Consultative Sales Process
- Overview of P&L
- How products and services might positively affect P&L
- Projects and Role-Plays

#### ***Who Should Attend?***

- Sales people charged with the responsibility of generating revenue and contribution, whose performance would be greatly enhanced by structured consultative selling and sales process methodology
- Sales people who need to position themselves better within new or existing accounts, in order to improve the conversion ratios of winning difficult and challenging business opportunities