Foundation for Consultative Selling

SUMMARY

The sales process starts by building a rapport, then continues by establishing credibility, uncovering customer needs, and solving problems from a buyer’s point of view. At each step of the process, you must communicate your ability to bring value to buyers. Sales people also need to create value for themselves, as business professionals. This includes managing time effectively, focusing on priorities, and creating a compelling personal vision.

CONTEXT

Selling without a process is like fishing with a rod and reel instead of a net. You’ll catch some, but it takes more work and time. A proven process delivers consistent results. Your sales philosophy focuses on increasing business by building relationships and helping buyers become more successful. A consultative selling approach creates win-win outcomes for salespeople, buyers, and their respective organizations.

At the completion of this module, participants will be able to:

- Understand and apply a proven selling process
- Apply a philosophy to understand the buyer’s point of view
- Develop a motivating personal vision as a salesperson
- Manage time for profitable action

“The definition of insanity is doing the same thing over and over again and expecting different results.”

—Albert Einstein