

Sales

Consultative Selling – Business Development for Tomorrow's World

In-Person

With today's customer becoming ever more informed, price aware, brand agnostic, and generally more sophisticated in their search and purchase behaviours, sales techniques of the past no longer cut it in an increasingly competitive marketplace. Today, savvy salespeople know they need to adopt sales techniques that are grounded in decades of development, built on timeless human relations principles and are evolved for the digital age.

What You'll Learn

Discover the key attributes of successful salespeople, discuss the importance of attitude and mindset in winning business and explore an in-depth questioning model that will help you to build trust and credibility in front of your clients whilst gaining deep insight into their needs and purchase motivations.

Why you want to learn it

Determination and desire alone are not enough when trying to win a sale. To be consistently successful salespeople need a great sales process and enthusiasm to enable them to hit their targets and achieve their organisation's goals.

How it will help you

By using a tried and tested method to define client needs, you will be able to achieve a richer understanding of both the emotional and practical drivers that influence a decision-maker's purchase decision, and identify the commercial and personal factors that lead to a successful sale. This in turn will allow you to better align your solution to your client's situation, resulting in more value-driven, sustained business time and time again.