

First Creation Consulting



**Consultative Selling
Skills
(Two Day Workshop)**

First Creation Consulting Ltd

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PRE-WORKSHOP WORK

Please bring with you a profile of a client where you are looking to develop a specific business opportunity or increase the strength of the relationship

This will be used during practical exercises on specific skills. (Alternatively case studies will be written to replicate typical client situations for use during role-play exercises)

WORKSHOP AIM

The aim of the workshop is to increase participant's ability to develop business opportunities with their clients and enhance the professional image of the firm.

WORKSHOP OBJECTIVES

By the end of the workshop participants' will be able to:

- Develop positive client relationships through the use of effective interpersonal & communication skills
- Understand the skills & behaviours required to successfully gather quality information
- Adopt a structured approach to their sales activities
- Plan for a successful face to face sales meeting
- Use a sales model which recognises the importance of identifying client needs and buying criteria and match the products/services of the firm to the requirements of the client
- Effectively present tailored solutions to meet clients specific needs
- Overcome client resistance
- Gain client commitment
- Recognise cross selling/marketing opportunities and react accordingly

PROGRAMME METHODOLOGY

The programme would be designed to maximise participant involvement. A number of proven methodologies would be employed including:

- Consultant led input
- Group/individual based exercises
- Video role-plays
- Feedback and Coaching

Day One

Start 9:00

Introduction to Consultative Selling

- Definition of 'Consultative Selling'
- Key skills & behaviour required for successful relationship development
- Difference between being client and product focused
- Client expectations of a salesperson - what the client buys!

First Client meeting role-plays

Participants will conduct client meetings using real client case studies

Review and debrief – Coaching for improved performance

Developing Positive Client Relationships

- Interpersonal & communication skills
- Rapport Building
- Verbal & non-verbal communication
- Skills of enquiry

Structuring & Managing the Meeting

- Client Relationship Process – Proactive sales activities
- Researching, planning & preparing for the meeting
- Structuring the meeting
- Opening the call
- Identifying & developing client needs
- Managing the meeting

Practical exercises

Second Client meeting role-plays

Participants will conduct client meetings using real client case studies

Review and debrief – Coaching for improved performance

Finish 17:30

Summary & close

Day Two

Start 0900

Presenting Tailored Solutions to Clients Needs

- Matching solutions to clients needs
- Creating differentiation
- Features, advantages & benefits
- Syndicate exercise
- Presenting products/services to meet clients needs and develop differentiation

Managing Client Resistance

- Handling typical objections
- Attitude and emotions
- Process for managing resistance
- Syndicate exercise
- Strategies to over come typical client objections

Gaining Client Commitment

- Attitude
- Timing
- Levels of commitment
- Adopting right approach for client
- Closing techniques

Final client meeting role-plays

Participants will conduct client meetings and practice all of the skills they have learned during the workshop

Review and debrief – coaching for improved performance

Finish 17:30

Summary & Close