

Consultative Selling Skills

Effective selling is a highly disciplined process. As budgets continue to shrink and the competition continues to increase, mastering the sales process is becoming a vital part of survival. Today, people no longer buy a product or a service for its features; customers now want to know how that product or service will benefit them before they make a purchasing decision. To be successful in this environment, salespeople must be adept at both uncovering customer needs and demonstrating how they can fulfill those needs.

In *Consultative Selling Skills*, you will learn each step of the sales process, including prospecting, probing, qualifying, handling objections, gaining agreement and building long-term, profitable relationships. In our “no sell, no eat” world, *Consultative Selling Skills* is a must!

“Absolutely applicable to what I do everyday. “

*Peter Brown
Vice President & Sales Associate
CB Commercial/Hubbell
Commercial*

You Will Learn To:

- Identify the profile of successful salespeople
- Develop and qualify new leads
- Ask open- and closed-ended probing questions
- Use active listening to your advantage
- Adapt your communication style for maximum effectiveness
- Incorporate pre-call planning into your sales process
- Differentiate between selling a feature and a benefit
- Overcome objections
- Differentiate yourself from the competition
- Earn the right to ask for the business

You Will Benefit By:

- Increasing your sales productivity
- Utilizing a systematic, consultative selling approach that delivers results
- Presenting customer-focused solutions and proposals
- Improving your closing ratio
- Generating repeat business through relational selling