

Welcome to Professional Consultative Selling Skills

Goal

The goal of this session is to provide you with an opportunity to build on your existing selling strengths and to provide proven approaches for enhancing your communication and customer relationships by:

- Better understanding consultative selling skills and how to use them
- More effectively selling your company's products/services with added, value and confidence for improving sales results

Objectives

In order to achieve the workshop goals, we will accomplish the following objectives:

- Interactively review four purposes of communication and proven ways to better connect with your customers
- Interactively compare traditional selling to consultative selling
- Discuss traditional selling mistakes and ways to avoid them
- Identify some of the key selling benefits of you bring with yourself, your services and products
- Revisit and assess your consultative selling approach
- Identify common customer objections and brainstorm ways to tactfully and professionally address/overcome them
- Share and practice specific questioning options to better relate to customers and prevent sales/price objections
- Brainstorm comfortable closing questions that help generate action Recognize the importance of mental preparation and CFA customer-focused attention
- Develop a personal action plan to transfer skills and techniques to the "real world".

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