

The Art of Consultative and Solution Selling

Powerful influencing and relationship management skills that will help you develop and ring fence your customers

An Introduction

The need to develop long term business relationships and 'ring fence' your customers has never been greater. This course covers a range of advanced communication and interpersonal skills that will enable you to build stronger relationships and get to know your customers' real needs at organisational and more importantly emotional levels. This course can be delivered as a stand-alone module or form part of the 'Sales Academy Programme'

Designed for...

This course is suitable for experienced salespeople who want to take their selling and relationship management skills to a higher level. Sales Managers and Sales Directors wishing to develop their sales strategy and sales team will also benefit.

Objectives

As a result of participating on this course you will...

- Be much more aware of the need to develop stronger relations with your customers
- Understand the true meaning and use of consultative and solution selling
- Have developed a range of advanced rapport building techniques that will enable you to build rapport quickly and easily even with your most demanding customers
- Understand the important area of establishing customers needs at organisational and more importantly emotional level – where real buying decisions are made
- Know how to use with confidence the 10 unconscious laws of persuasion within the selling environment
- Be able to apply advanced questioning models to really understand your customer's stated and latent needs – the true art of consultative selling
- Have a greater understanding of 'working styles behaviour' including a self profile questionnaire to determine your preferred working style
- Be able to use with confidence adaptable working styles behaviour to influence your customers
- Have developed your ability to 'read between the lines' and understand what customers' statements and objections really mean using the principles of Transactional Analysis

Focus - THE PRINCIPLES OF CONSULTATIVE AND SOLUTION SELLING

- Defining what is meant by consultative and solution selling
- What are your current strengths as a consultative salesperson?
- You will complete a consultative and openness self profile questionnaire to determine your relationship management style

CREATING AND MAINTAINING RAPPORT

- Understanding what is rapport
- Recognising that everyone is unique and you experience everything through your own 'Map of the World'
- Learning the secrets of how to use 'Perceptual Positions' to build empathy
- Advanced rapport building techniques that will teach you how to...
 - 'Pace and Match' your customer's style and then 'Lead' them forward to build the relationship
- Pacing and matching deals with voice and body language; beliefs and values; and the customer's verbal processing statements

WHAT CUSTOMERS BUY

- Addresses the areas of customers' needs and focuses on the real buying decisions
- Customers needs fall into two clear types...
 - Organisational and Emotional
- Organisational are the easiest to deal with and include specification, technical and budgetary considerations
- Emotional needs are the needs that are not seen at surface level; they tend to operate at the unconscious level
- Advanced techniques to enable you to identify and sell to the unconscious level needs

THE 10 UNCONSCIOUS LAWS OF PERSUASION

- Identifies the unconscious 'rules' that customers will follow within the sales and buying process
- The 10 laws are...
 - Law of Reciprocity
 - Law of Time
 - Law of Contrast
 - Law of Friends
 - Law of Expectancy
 - Law of Association
 - Law of Consistency
 - Law of Scarcity
 - Law of Conformity
 - Law of Power
- Know when to apply your solution to what law at what time in the sales process

WORKING STYLES BEHAVIOUR

- Identifying the four key working styles behaviour
- Assessing your customers prime style
- Developing your ability to pace your customers style by adapting your working style
- Using the working styles to influence and persuade at face to face and written communication
- The use of Transactional Analysis to understand your customers' personality style and how this affects their decision making
- Using Transactional Analysis to really understand the meaning behind your customers' words – understanding the 'ego states' at any given time during the sales call