



# Consultative Selling Skills Training Course

# About This Course

## Consultative Selling Skills Training Course



**Do you want to increase business to business sales and business to consumer sales while building long term relationships?**

Our Consultative Selling Skills Training Course will show you how to increase both business to business and business to consumer sales by taking a more consultative approach to selling. We'll show you how to win new business, retain your customers and sell more business to business

This Consultative Selling training course is delivered as a scheduled open online training course or in-house just for your business.

We deliver the course as a face to face course and a live virtual online course.



# The Course Aim & Objectives

Here's what you will learn on our consultative selling skills course



## Course Aim

This Consultative Selling training course will provide you with a toolbox of effective business to business and business to consumer selling techniques. It aims to provide approaches to build long-term relationships with customers by avoiding 'hard sell' and instead pushes towards finding out about the customer's needs through effective conversations.

## Course Objectives

By attending this Consultative Selling Training Course you will:

- Be able to build rapport with customers or clients
- Know the right questions to ask to fully understand the customer or client's needs without putting on any pressure
- Be able to check you have the right information from the customer or client
- Be able to match products and services to the customer or client using the information you have gathered
- Be able to influence effectively
- Know how to stand out from your competitors

# The Course Content

Here's what we cover in our consultative selling skills course



## What is Consultative Selling?

- Difference between a normal sales approach and consultative selling
- Beliefs about selling
- How will buyers respond to consultative selling?

## Preparing for the Sales Meeting

- Researching the organisation and person/people you are meeting
- What do your customers or clients need or want? What are they buying?
- Preparing yourself for the meeting

## Understanding Needs

- First impressions count
- How to generate conversation to establish customer needs
- Controlling the conversation
- Gathering the right information

## The Sales Process

- A structure to follow to help the conversation along
- Moving into the sale

## The Skills

- Effective questioning
- Listening
- Body language, tone of voice and choosing the right words

## Matching Your Products and Services

- Matching the features and benefits of your products to the information gathered
- Ensure it doesn't feel like a sale at this point
- Making it feel as though the product/service is just what they are looking for

## Closing

- Moving from conversation to closing sale

# Delivery Options

How we deliver our consultative selling skills course



## Open Training Course

**Delivered online as a scheduled open training course**

£215.00 + VAT / €239.00

Price per delegate.



## In-House

**Delivered at your business location or a location of your choice anywhere in the UK, Ireland, across Europe or online.**

We can adapt the course content to meet your specific needs and those of your team.

Contact us for a quote.

# Open Training Course

Attend our scheduled online training course



**We deliver our consultative selling skills training course as an online scheduled open training course.**

**Perfect for when there is just you, one of your colleagues or a small group of you that would like to attend the course.**

Our scheduled courses run on a regular basis and are delivered via Zoom.

You will find them just as engaging and interactive as our in-person training course.

See the course page on our website for more details and the course schedule.



# In-House Delivery

Train your team. Train your entire company



**We can deliver our consultative selling skills training course just for your team or organisation.**

1

**Start with an off-the shelf course**

We'll use the content in the overview as a starting point

2

**Understanding your needs**

We'll work with you to agree what outcomes you want from the course

3

**Making it yours**

We will shape the content to ensure the course meets your requirements

4

**Delivering the skills**

We then deliver the course that we've agreed either in-person or online

**Make it even more bespoke**

We can completely redesign the course to meet you needs. Just tell us what you need, and we can put a no obligation proposal together for you.

# Online Training Course

Fun, engaging and interactive – delivered online



**Our consultative selling skills training course can be delivered as a virtual online course.**



**The same great content reimagined for the online environment.**

- ✓ Our open training courses are delivered using Zoom
- ✓ When delivered in-house, we can use the platform you are most comfortable with
- ✓ Re-designed sessions to allow for interactivity and engagement in the online environment
- ✓ The same fun, engaging and down to earth approach
- ✓ Join your course from anywhere



# About Us

Here's a bit about us and what we do



## We are Revolution Learning and Development

**We are a leading learning and development consultancy based in the UK. We provide our services across the UK, Ireland and Europe.**

- ✓ We deliver fun, engaging and down to earth training courses in-person and online
- ✓ Over 20 years of training experience
- ✓ Incredibly cost effective and a real focus on return on investment
- ✓ 92% of our clients rebook us for further training and development
- ✓ Flexible training and development solutions

# Let's Talk

We're here to help



If you have any questions about our consultative selling skills course or would like a quote for an in-house course, then just get in touch.

## Call Us:

UK: 03333 444575

ROI: 015549779

## Email Us:

hello@revolutionlearning.com

## Visit Us:

UK: <https://www.revolutionlearning.co.uk>

ROI: <https://www.revolutionlearning.ie>

EU: <https://www.revolutionlearning.com>