

# Consultative Selling Skills

## 顧問式銷售技巧

**MEDIUM** : Cantonese / Putonghua **COURSE CODE** : CSS

By completing this curriculum, your sales people should be able to:

- Project an image of confidence and pride
- Sell their products and services rather than missing opportunities
- Hone in their ability to understand customer situation
- Matches the needs of the customers to the features and benefits that the products or services they are selling has to offer
- Presenting solution confidently and professionally
- Enhance their confidence to be able to negotiate
- Handle objections in professional manner

**Target Audience** All sales and sale-related staff

### Methodology

The course will be implemented by a designated senior associate. All training modules have variations of the following:

1. *Ice breakers*
2. Input-concise concepts and theories, main focus is on practical demonstration of behaviours
3. *Team or individual activity* to reinforce input and increase ability to re-model behaviours
4. *Feedback* from Team, Individuals & the Facilitator
5. *Various "games/activities"* to enhance retention of the skills
6. The activities will either be *case studies* leading to *discussion* and/or *role-plays*, or *practical games* related to the sales skills and the process

### Course Outline

#### 1. Understanding the Dynamics of Selling

- Changing expectation
- Customers buying patterns

#### 2. Finding your customers

- Identifying sources & potential customers
- Cold Calling
- Telephone approach/making appointment

#### 3. Creating the initial 'WOW' Factor

- First point of contact - the Opening
- Initiating the conversation
- Helping the customers relax

#### 4. Strengthening the Questioning Techniques (CASH)

- Two(2) Types of questions
- Four(4) models of questioning (CASH)
- Questioning with a purpose- the benefits

#### 5. Understanding our Customers' Real Needs

- Identifying needs, opportunities and background informations to understand
- customers' circumstances
- Creating and Providing 'VALUE'
- Enhancing the 'URGENCY'

#### 6. Recommending and Proposing the Solutions

- Presenting the differentiating product features and benefits

#### 7. Resolving or Further Clarification

- Handling objections, stalling, put-offs and other negative attitudes of the customers
- and agreeing on beneficial solutions

#### 8. Role-playing to practise the skills