

COURSE DESCRIPTION

Consultative Selling Skills Workshop

Duration : 1 day

Consultative selling is an important skill to generate business in a highly competitive environment. Not only does one need to differentiate oneself from a brand perspective, the quality of the sales team is critical in making a difference in the sales and servicing process. By acquiring the gist of this knowledge, company productivity will be improved. Sales personnel will be more motivated because of a higher closing rate and thus receive better financial return.

This workshop aims to provide the participants with a knowledge framework on consultative selling skills while providing the opportunities to practise these skills interactively.

Objectives

Upon completion of this workshop, participants will:

- Learn about the secret of consultative selling
- Have a comprehensive understanding of the sales process and customer needs
- Appreciate the importance of opportunities identification and create customer needs
- Know how to cope with objections and resistance to close deals
- Be able to apply these skills in their day-to-day selling

Methodology

Lecture, role-play, exercise and group discussions

Outline

1. Consultative Selling Skills

- The characteristics of consultative selling
- Nature of consultative selling for a branded product
- Characteristics of a consultative sales personnel

2. Preparing for the sales call

- ASK principle of successful sales
- The sales process
- Sales preparation matrix

3. Sales Communication Skills

- Creating the right impression at first sight
- Verbal vs. Non-verbal languages
- Reading body languages of customers

4. Questioning and active listening

- Active listening during the sales process
- Different types of questioning
- Probing for clients' needs

5. Expressing the product benefits

- Differentiating your product
- Features vs. Benefits of your product
- Inducing customer needs through matching needs with product benefit