



Consultative selling for the extended sales team

Learn how to unlock your value by engaging, problem-solving, consulting and quantifying the benefits of your ICT solutions

Course Leader: Ian Henley, Chairman, *ChangeBEAT*

Who is it for?

Aspiring sales professionals and sales-aware project managers, consultants, technicians and marketers who are looking to present themselves to the customer as a valued business partner and problem solver, rather than a “hungry salesman on the hunt”.

What is it about?

Selling product features is no longer enough. Customers are now demanding a compelling business case and strong assurance of project success, based on our understanding of their business issues. In short, customers are demanding value, not offerings. Only by unlocking the value can you succeed in selling a complex ICT or technology solution. The true sales professional needs to master a complete set of empathetic communications and selling skills to win the customer’s confidence to spend the time discovering and unlocking the value. These skills must become instinctive, enabling the sales professional to focus on problem solving and value creation.

This course teaches a “consultative” style of selling that has been adopted successfully by hundreds of sales professionals in major international ICT and technology companies. It provides delegates with a sales call model especially developed for the sale of complex ICT and technology solutions. Delegates will be equipped with a highly practical set of skills to prepare them for the high-level communication that is needed to help move a customer towards a “win/win” position.

How do you benefit?

This workshop enables the delegate to master a powerful consultative call model which ensures that the customer’s issues are understood, that real value is added and a “win/win” solution is formulated.

Course overview

The module covers

- Why the market is demanding consultative sellers

- The challenge of consultative selling
- PROUD OSCAR® the consultative selling call model
- PRepare
- Open
- Understand the pain
- Diagnose the problem(s)
- Overall Summary
- Credentials and benefits
- Advise
- Ratify and close

This training provides extensive opportunities to practise the new skills in analytical and role-play exercises.

Testimonial

"Excellent Course led by an excellent and experienced trainer."

Malcolm Hardy, Account Manager, Sungard Public Sector

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration:	Two days
Time	09:30-17:00
Fee	Intellect members £790+VAT non-member £1390+VAT