

# **Consultative Selling Skills - 1 Day**

## ***Building Relationships and Partnerships with Today's Customers***

**Course Description:** This one-day course will give participants the skills to increase their sales. Techniques on listening, building strong relationships, and closing skills are specially designed for the consultative style. The course will focus on areas for capturing key customers while discovering customer's buying habits and desires. This course will also give approaches a sales professional can use to lead the client or customer through the buying process in the least offensive way.

### **Course Objectives:**

#### **Objective 1: Examine myths of selling**

- Identify ways to create a win-win agreement
- Discover buying signals and body language
- Evaluate the real decision maker in the sale
- Analyze how listening can increase your closing rate
- Examine the process for building the relationship through interviewing

#### **Objective 2: Assess why customers do not buy**

- Examine hidden secrets for using value added techniques
- Evaluate how to give a professional sales presentation
- Analyze customized ways to close the presentations which call for action
- Recognize how to keep the door open when the customer says no
- Identify and solve customer buying concerns

#### **Objective 3: Distinguish ways to give customer service through the entire process**

- Choose follow-up plans for keeping customers for life