

Consultative Selling

CHANGES IN HOW global organizations, individual business buyers, and consumers make purchase decisions have driven permanent shifts in how sales organizations must go to market and interact with customers and prospects. Buyers are more informed and have more choices to solve problems, yet they are more likely to stick with the status quo.

While buyers today are savvy, busy, pressured, risk-averse, and more demanding, they still need guidance to make the best business and personal decisions. Even though customers have unprecedented access to knowledge, they face the difficulty of sorting through what matters most and finding the value among all of the options. More information doesn't always translate into accurate, clearer understanding; they still need sellers to accurately diagnose their unique situations and identify the best solutions to make an informed buying decision that drives the results that they need.

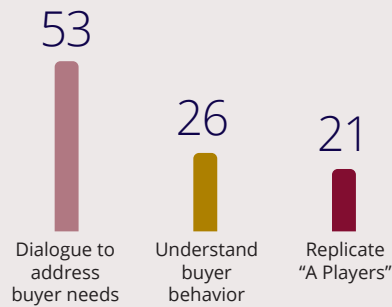
To be truly effective and differentiated in the eyes of today's buyers, sellers need to create value in the buying experience itself — that means helping customers to better understand the true nature of a business issue and how best to address it. They must demonstrate credibility, foster trust and openness through authenticity, offer ideas that shape thinking and help surface unrecognized needs, and connect the dots to create value.

Richardson Sales Performance's Consultative Selling Program focuses on the critical structure of a sales conversation or customer meeting and provides a powerful roadmap for a successful, buyer-focused dialogue. The Consultative Selling Framework provides salespeople with a consistent, repeatable process to more effectively execute their sales conversations. The Six Critical Skills fuel and support the Framework, empowering salespeople to leverage their technical excellence and use every sales skill available to open more doors, better understand customer needs, more persuasively articulate value, and close more deals.

BUSINESS BENEFITS

- Drive increased revenue by improving close ratios for new customers and expanding business with existing customers
- Create competitive advantage by building a sales culture that is tightly aligned to market needs and drives business performance through buyer-focused dialogues
- Create new and larger opportunities by surfacing unrecognized needs
- Shorten sales cycle length by driving momentum and building buyer confidence to commit

Understanding Needs
Is the Top Focus
For Best-In-Class
Organizations to
Improve Customer
Dialogues *



OBJECTIVES

- Define Consultative Selling and explain why it is crucial to creating customer value and winning business
- Apply the Consultative Selling Framework to engage buyers in a customer-focused consultative dialogue, develop and expand relationships, and increase sales results
- Identify the Six Critical Skills that power the Consultative Selling Framework and allow sellers to leverage their natural strengths to create a dialogue, foster the openness and trust needed to surface recognized and unrecognized customer needs, communicate in a compelling way, and close profitable business
- Understand the science of Cognitive Dissonance and how customer objections arise and apply a model to defuse defensiveness and engage the customer to resolve their resistance

Increase seller's awareness of their current sales approach, provide them with feedback on their strengths and areas for improvement, and support them in developing strategies and skills to reach their next levels of sales excellence

- Apply guidelines for giving and receiving feedback and peer and self-coaching skills to ensure ongoing development

AUDIENCE

Program content is highly customized to any level, from new to experienced salespeople, their managers, and executive management

DELIVERY OPTIONS

- Blended learning solution that incorporates both a facilitator-led workshop (one-day or two-day) and the Richardson Sales Performance's Accelerate™ digital learning platform for pre-workshop learning and post-workshop sustainment
- Richardson Sales Performance Accelerate digital learning platform only
- Facilitator-led workshop only (one-day or two-day)

RICHARDSON SALES PERFORMANCE is the global leader in sales training and performance improvement. We drive accelerated growth by simplifying and solving the sales-growth equation. From ensuring your sales managers are executing the right activities to equipping your sales team to drive a buyer-aligned sales process with exceptional skills and strategies, we will guide your sales organization through a digitally-enabled performance journey that excites, engages and reveals results. Get to know us and experience what is possible – managers who know exactly how to drive growth from their teams, customers who see the difference in how your sales team shows up and a clear path to outperformance.



Website: www.talsuccess.com
Email : info@talsuccess.com