



Programme overview

This 1 day workshop is highly interactive and practical, covering the sales process, the key skills and the techniques involved in selling solutions more effectively. To help subsequent application, we provide simple templates and tools that can be used to increase the chance of sales success.

Confidence and competence will be developed using practical exercises tailored to your sector. This allows people to explore and practise the new skills in a challenging but supportive environment. Then they can transfer them back into the workplace for real impact.

As there is a range of experience across the target audience, we will seek to identify and share best practice from the real world. This means that those who have more experience will be encouraged to share their techniques and examples to widen the learning for others.

Return on investment

A key emphasis in this programme is to identify specifically how the sales skills are applied in the real world. To this end, we will work with you to agree the areas that should be measured, and then work with individual attendees to help them to evaluate their own success.

Examples of ROI could include: number of contacts, number of opportunities, deals concluded, number of apprenticeships approved etc.

Key benefits

As a result of attending, delegates will understand how to:

- Establish new contacts, both in new and existing customers
- Develop an effective approach to qualifying opportunities to maximise the use of time
- Understand and use different questioning techniques to discover customers' needs
- Gain commitment from customers and agree actions

In order to apply the learning, they will develop a personal action plan to develop these key sales skills.

Workshop Outline

	Outputs
What is Consultative selling? <ul style="list-style-type: none"> Understanding the sales stages in the Consultative Sales process How the customer buys services 	Understand each of the stages in sales and buying cycles
Planning initial customer meetings <ul style="list-style-type: none"> Setting objectives, planning questions and next actions 	Customer meetings planning / checklists
Understanding your value proposition <ul style="list-style-type: none"> Knowing your service offer and its benefits 	Understand your value prop and key strengths
Initiating the sale – approach <ul style="list-style-type: none"> Individual exercise: Identify a new contact and develop a opening statement: - prepare 3 versions for email, voicemail message and face to face 	Key components to develop credibility
Qualifying questions and techniques <ul style="list-style-type: none"> The things to look for – Budget / Authority / Need / Timescale 	Know whether the opportunity is real
Consultative questioning techniques <ul style="list-style-type: none"> Funnel questioning, ACP (Ask, Clarify, Prioritise) Practise questioning techniques & developing key questions Active Listening 	Tools and techniques for questioning, including a flexible structure
Tailoring and proposing solutions <ul style="list-style-type: none"> Features Advantages Benefits Group exercise 	How to present services to customers to show real value
Handling objections, gaining commitment & follow up <ul style="list-style-type: none"> BAF – Consultative benefits Dealing with reluctance, price issues and competition 	Ensure that you agree a way forward with the buyer
Practice session <ul style="list-style-type: none"> 'Real play' to practise meeting with customer – feedback on approach, developing credibility and questioning technique 	Let delegates experience using the skills
Call to action <ul style="list-style-type: none"> Personal Development Plan 	Ensuring that actions are agreed and implemented