

Consultative Selling Skills

1- 3 days

A customised workshop – content and duration

Course summary

Designed for consultants expert in their own professional area who want to enhance their selling skills in order to achieve more engagements.

Course outcomes

1. Learn the process of winning assignments – convert opportunities into leads and engagements
2. Receive a template marketing plan you can adapt and use in your business
3. Understand the marketing process and how it relates to your selling activities
4. Be aware of both active and passive strategies you can use and when to use them to build awareness and client relationships
5. Consider the principles of strategic selling to prepare and execute successful sales of large magnitude
6. Practice a range of appropriate 'closing techniques' so that you can intervene to facilitate the engagement.
7. Be aware of how to take the relationship to the next level once you have serviced a new client.
8. Consultants will be able to make a greater contribution to the firm by identifying and referring on additional consulting opportunities
9. Receive templates for potential 'scripts' and practice using them
10. Receive an extensive manual for post workshop reference

Content

(a) Know what you are selling

- The various types of consulting and what we offer - distinction between the 4 Modes of consultancy services: contracting, expert, facilitating & collaborative – appropriateness and insights into how you are perceived
- Our firm's services (and products)

(b) Marketing and its relationship to selling

- Marketing and its place and role in the selling cycle
- Client ladder concept
- Relationship marketing as the strategy to set up the selling opportunity
- Nature of services: intangibles, 3rd party endorsement
- Building your profile active and passive marketing strategies
- The business development process

(c) Our offers

- Identifying the target market segments
- Our 'competitive advantage' - options
- The 'Client Value Proposition' – for each segment
- Marketing audit – for our firm
- Our marketing tools – do we have a complete kit?

(d) Selling methodologies

- 'Professional selling skills' – for products – not consulting
- Evolution of consultative selling
- Strategic selling
- Stages for selling – gathering prospects, making contact, filling the funnel, following up leads, getting second appointments, closing, delivering, following up.

(e) Actioning the selling

- Spotting the opportunity & researching the need
- Preparation and style of offer
- Approaching the client
- Conducting the client meeting
- Taking a brief: front end consulting tools for scoping: Needs analysis / Gap analysis / Questioning techniques / Checklists for client interviews

Designed for

- (a) External consultants
- (b) Including independent consultants
- (c) Internal consultants keen to boost the number and size of their engagements
- (d) Others wanting to enhance their influence

Course enquiries and bookings

Contact Ian Benjamin of Consultant Training Australia to discuss your requirements.

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(f) Closing

- Clarifying and managing client expectations
- How to handle questions from prospects (including objections)
- Locking down the scope - selling the end situation
- Recognising when prospects are ready to make the purchase (observing buying signals)
- How to facilitate the purchase – (closing)

(g) Tactics

- Settings: time and place, environment
- Body language
- Verbal language: what to say, what not to say

(h) Negotiations on price

- Fee setting: costing methods and pricing policies
- 'Solution selling', 'Value pricing'
- Negotiating fees, 'selling fees'
- Reaching agreement and being paid
- Default pricing policies

(i) Supplementary skills

- Networking skills
- Conversation techniques, working a room!
- Your key client program
 - composition and Action Steps / Schedule
- Skills acquisition and consolidation

Next step:

For a discussion on your requirements, please contact Ian Benjamin at Consultant Training Australia on 0419 593 167

Context / philosophy of our approach:

1. Consultants assist in helping clients find solutions to problems and / or to capitalise on opportunities – we are not 'product floggers' – we customise.
2. We may 'productise our services' but they are used merely to attract the interest of our clients. We then set about to investigate the client issue and to respond appropriately.
3. We don't 'hard sell' – we facilitate problem solving.
4. We continually market to likely prospects by building our reputation as specialists who are of value to them in running their businesses. As such, we don't need to make 'cold telephone calls'.
5. 'Every act of deception contains the seeds of its own destruction' – Peter Block in 'Flawless Consulting' – Jossey-Bass