



## Consultative Selling

If you are in a sales role for your products or services, you need to be able to understand and manage the sales process superbly well to maximize your chances of success.

This approach is based on getting clients/customers to express their needs, then testing those needs before you try to sell to them. Your challenge is to get commitment without being too pushy, especially when you are under P&L pressure.

Attend this workshop to get practical insights into how to get from 'no' or 'perhaps' to 'yes'.

### How do I know I should attend this workshop?

1. Have you ever failed to sell a brilliant service, product or idea?
2. Have you ever lost to a lesser competitor?
3. Would you like to know more about how to deliver a complex sale?
4. Could you benefit from refreshing your sales techniques?
5. Would you like to work with an actor to practice your selling skills?

If you answer yes to most of these five questions then this workshop is for you.

### What will I do?

You will work on:

- Reviewing the key elements of selling
- Thinking through your initial meeting with a potential client/customer
- Working on a needs analysis with a client or customer
- Selling your service or product using a framework to describe it
- Dealing with problems and objections and using them as part of the sale
- Closing and getting firm commitment

### What are the outcomes?

By the end of this workshop you will have:

- Refreshed your understanding of the entire sales process
- Reviewed what you need to do before and after any sale
- Worked on using a robust and practical selling framework
- Practiced how to deal with typical challenges and questions
- Role-played a sales meeting with an actor and received peer feedback

### How do I prepare?

To get the most out of this workshop and to allow the actor to prepare, please send us an email with:



- An overview of your sector
- An explanation of what your organization does
- Your unique selling points
- Your main competitors
- A description of the type of person you usually sell to including:
  - How they behave
  - Their buying criteria
  - The internal decision making process
  - Typical objections

**Please email it to [workshop@iopenerinstitute.com](mailto:workshop@iopenerinstitute.com) a week before the session.**

### **Who is iOpener?**

We develop people and organizational performance through the power of happiness at work.