

# Consultative Selling

How to make the move from transactional selling to providing solutions that deliver business value

- Understand your customers' business requirements and provide insight into how they can improve their bottom line.
- Tailor the solution to your customer's specific needs.
- Prove the value of the solution.

This practical programme is designed for **sales and pre-sales professionals** who sell complex technology-based solutions. It provides a structured process to close more sales by focusing on delivering optimal business value to customers.

In a time of rapid change and economic upheaval, companies are making decisions based on **perceived value more than anything else**. Although it feels like customers are still only interested in price, what they are actually looking for is how you can enable business outcomes. As a sales professional, your new differentiator is how you can work with your customer to achieve these outcomes.

## This is known as Consultative Selling



**Research** your customers' business and identify areas where you can provide a solution.



Increase opportunities through communicating **business insight**.



Use a structured process to clearly **understand your customer's needs**.



Present your solution in the form of a detailed **business case**.



**Negotiate** a mutually beneficial deal and **manage any objections**.



Ensure ongoing business by **measuring ROI** and identifying the next opportunity.

*"This course gave me an entire new approach and actually showed me how easy it can be (sales) if I prepare and have structure."*

Technology Specialist – John Thompson Boilers

## Introduction to Consultative Selling

*This module answers the question: Why Consultative Selling?*

- ✓ What is Consultative Selling?
- ✓ Changes that are driving this new approach
- ✓ Core skills: Teach, Tailor and Take Control
- ✓ Drivers of sales growth

## Module 1: Research the organisation

*Consultative Selling relies on you providing insight and initiating solution conversations.*

- ✓ What to research: The onion.
- ✓ Identify resources to conduct research.
- ✓ The role of insight in sales.
- ✓ How to communicate value – the importance of norms.

## Module 2: Qualify the opportunity:

*To know whether to invest the time and resources into a project, you need an objective way to qualify the opportunity.*

- ✓ When is an opportunity qualified?
- ✓ Profile (Level of interest)
- ✓ Positioning (understanding of solution)
- ✓ Alignment (Competitive Edge)

## Module 3: Conduct Discovery Meetings

*To provide the right solution, you need to understand your customers' needs.*

- ✓ How to plan for the meeting
- ✓ Active listening and diagnostics
- ✓ Ask the right questions
- ✓ Vision Processing Model (Challenge, Scope, Impact and Solution)
- ✓ Identify additional stakeholders and negotiate access

## Module 4: Map and Align Key Stakeholders

*How do you influence the relevant stakeholders?*

- ✓ Build a map of key stakeholders and identify requirements
- ✓ Work with your advocate to influence other stakeholders
- ✓ Align your solution to their specific needs.
- ✓ Build a joint engagement plan

## Module 4: Build your Business Case

*A structured approach to building a compelling business case*

- ✓ Challenges and the impact on the business
- ✓ Outline the recommended solution
- ✓ Provide a high-level project plan
- ✓ **Communicate value:** outline up-front and on-going costs and offset against returns
- ✓ **Risk assessment:** Outline risks of implementing and not implementing.
- ✓ Provide case studies and references
- ✓ Present the business case

## Module 5: Close the sale

*A simple yet effective way of getting commitment from key decision makers*

- ✓ Get your customer to own the solution
- ✓ How to structure the presentation
- ✓ The different frames (sections) you need to include
- ✓ The words you need to use to ensure action and commitment

## Module 6: Negotiate a solution that benefits both parties

*Advanced negotiation skills for when they are needed*

- ✓ Prepare for potential negotiables
- ✓ The process for managing a negotiation
- ✓ Make sure you "get" if you need to "give"
- ✓ Tips and tricks on negotiation
- ✓ Deal with objections

## Module 7: Maintain momentum

*Consultative Selling is about creating an infinite loop of opportunities.*

- ✓ Conduct a win-loss review
- ✓ Take responsibility for implementation
- ✓ Measure and report the value after implementation
- ✓ Build a case study / business reference