PROFESSIONAL DEVELOPMENT TRAINING

3158 3955

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1.0 DAY COURSE

# Consultative Sales Training

**Consultative selling is the art of asking intelligent, well thought out questions in the hope of learning what the true requirements are in any given organization. The goal of the consultative salesperson in Singapore is to identify if their proposed product or service is the right fit for a potential customer.**

**The PD Training Consultative Selling course is part of our newly redeveloped Signature Series courseware and has been designed to engage with participants and present key skills and concepts in a tailored learning experience.**

**Participants will learn key skills like what is consultative selling, how to identify potential clients, different types of personality types and how to best engage with them, discovery and presenting solutions, overcoming objections and cognitive reframing and persuasion techniques.**

### What You'll Gain:

This course looks at consultative selling through the lens of the changes that are shaping how businesses are engaging in B2B sales in a tech-driven and information-rich world. There is definitely a place for consultative sales – what has changed though is how salespeople should approach their craft to ensure that they continue to differentiate themselves from the pack.

The key difference the course will explore is insight selling – an extension of the traditional consultative sales model. We have assumed that those people attending this course are no strangers to sales – we will revisit the sales process, and we will do this from the perspective of insight selling.

## Outcomes

**After completing this course, participants will have learned:**

- Understand What Consultative Selling Is
- Targeting Agile Organisations
- Targeting Mobilizers

- The Blue Ocean Strategy
- Personality Types
- Building Rapport
- Questioning Techniques
- Proposal Presentation
- Overcoming Objections
- Three Levels of Insightful Behaviours
- Connect, Convince, Collaborate
- Cognitive Reframing
- Persuasion Techniques

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# Modules

### Lesson 1: The Changing World of Sales

- Welcome
- Expectations
- The Sales Landscape is Shifting
- The Emergence of Insight Selling
- Reflection

### Lesson 2: Insight Selling

- Target Agile Organisations
- Target Mobilisers
- Teach for Differentiation
- Selling in the Blue Ocean
- Reflection

### Lesson 3: Harnessing Your Sales Strengths

- Your Sales Profile
- Selling to Different Personality Styles
- Reflection

### Lesson 4: The Consultative Sales Cycle

- The Sales Cycle
- Building Rapport
- Discovering Needs
- Presenting Solutions
- Overcoming Objections
- Closing the Sale
- Reflection

### Lesson 5: Insight Selling Behaviours

- Three levels of insight behaviours
- Connect
- Convince
- Collaborate
- Reflection

### Lesson 6: Additional Skills for Insightful Consultative Selling

- Cognitive Reframing
- Persuasive Tactics
- Reflection

Talk to our expert team

**Phone: 3158 3955**

Email: enquiries@pdtraining.com.sg