

A Program in Solution Sales for Consultants and Advisory Businesses

Aims

This program, consisting of workbooks, classroom training and coaching is designed for consultants and business people who feel that they would like to gain better control over their sales. The program's aim is to apply sales process and discipline to the current prospect pipeline, provide increased power and a clear plan of action to find and close business.



It achieves its aims:

The sessions are highly proactive with the participants applying the techniques learnt, to specific sales situations. Role-plays and exercises are used to address each delegate's individual needs. Days 1 and 2 provide the fundamental skills in an interactive training environment, whilst days 3 & 4 (optional) are used to provide ongoing coaching and mentoring for sales situations.

Who will gain value from it?

People who need to sell themselves on an infrequent, basis (e.g. consultants).

Technical staff who are involved in supporting sales

Customer support personnel

The course is customized to reflect each organization's products or services.

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Benefits

Increased control of sales by identifying the real business value of the sales proposition
by using a structured approach to winning the business
through sharpening individual questioning techniques

Shortened sales cycle by identifying clearly where you are in the sales cycle and what to do next
by extracting maximum value from meetings and activities by identifying clearly each individual's role in the sales process

Improved forecasting The program provides a clear structure and process using day-to-day terminology, that enables everyone involved in a sales situation to full understand what will happen next and when.

Reduced Stress The biggest issue in selling is stress caused by uncertainty. This program removes the uncertainty and so reduces stress and increases personal productivity.

