

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. (Vision)
- Tailor the solution to your customer's specific needs. (Business requirements definition)
- Prove the value of the solution and evaluate the risk. (Business Case)

This workshop will provide you with a structured process to close more sales opportunities by keeping the focus on providing optimal value to your customers.

A recent study conducted by Forrester Research reflected that only 15% of executives believed that their conversations with **salespeople delivered any value for them** and only 6% believed that salespeople **helped them drive business results**.

This workshop will show you how to build value-based business relationships:

- **Research** your customers' needs and identify areas where you can provide a solution.
- Increase opportunities through presenting business **insight-based presentations**
- Use a structured process to understand your customer's needs clearly
- **Qualify** the opportunity to justify the investment.
- Build an influence map and **tailor your solution** to all key stakeholders.
- 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 value** and identifying the next opportunity.

Comments from attendees

<i>"Tim has really helped our Services Managers identify new ways of adding value to our customers and we have grown revenue as a result."</i>	COO – B-Logic IT Services
<i>"Gave me an entire new approach and actually showed me how easy it can be (sales) if I prepare and have structure."</i>	Account Manager – John Thompson
<i>"I found it very useful. I am thankful I attended. The info was spot-on and practical. I enjoyed Tim's genuineness and honesty. He is passionate about the subject and it shows in his training."</i>	Sales Manager – Verifone

Programme Overview

Research the organisation

- What to research: Industry, Company and Personal roles?
- Identify resources to conduct research:
- Create a solution's brief
- Present your initial solutions pitch

Qualify the opportunity:

- Profile (Level of interest)
- Positioning (understanding of solution)
- Alignment (Competitive Edge)

Conduct Meaningful Discovery Meetings

- Active listening and diagnostics
- Tailor the solution
- Structure the conversation
 - Agree on the challenge
 - Impact of not solving the problem
 - Agree on a vision for the solution
- Get permission to proceed
- Identify additional stakeholders and negotiate access

Map and Align Key Stakeholders

- Build a map of key stakeholders and identify
- Analyse ability to mobilise and level of commitment
- Align your solution to their specific needs.
- Determine the real influence of stakeholder

Coach stakeholders to ensure joint initiatives

- Build a joint project plan
- Determine the steps required to sell to the buying committee
- Build individual business cases for specific stakeholders in the committee
- Brainstorm potential objections and concerns of other stakeholders
- Coach your mobiliser on how to achieve common objectives

Build your Business Case

- Challenges and the impact on the business
- Solution that is the most efficient, cost effective and appropriate
- High level project plan to gauge time and resources that will be required.
- Value of the solution: Quantify potential returns
- Outline up-front and ongoing costs and offset against returns
- Risk assessment: Outline risks of implementing and not implementing.
- Provide case studies and references
- Summarise the key elements of the business case

Close the sale

- 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
- How to ask for the business
- 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

Maintain momentum

- Conduct a win-loss review
- Take responsibility for implementation
- Measure and report the value after implementation
- Build a case study
- Go back to research and identify the next challenge