



Situation

Stepping up to a consultative selling role involving complexity of business issues, creating solutions and working with customer buying processes and procedures without training.

Outcomes

A clear understanding of why a customer would issue a purchase order for your products and services.

Who Will Benefit

- ❖ Salespeople moving into sales for the first time
- ❖ Salespeople used to selling commodities moving into consultative sales
- ❖ Consultants supporting consultative sales
- ❖ Consultants implementing solutions arising from consultative sales

Format

This is a 1-Day interactive workshop for between 6-12 participants under the guidance of a BKC Workshop Leader. Participants will work individually and in groups to learn and then build specific examples of sales tools they can use immediately in the field to work in consultative sales.

Content

- ❖ Definition of Consultative Selling, especially where there is complexity
- ❖ Difference between Selling a 'Commodity' and a complex 'Solution'
- ❖ Buying Processes and Changing Behaviour over Time
- ❖ Stakeholders, 'Visible' and 'Invisible' including Buying Committees; how and why to engage with them
- ❖ Types of Business Issues and the need for a Business Case
- ❖ Introduction to the Solution Development Prompter®* to facilitate meaningful conversations
- ❖ The questions to ask that facilitate shaping solutions based upon the capabilities of your offerings
- ❖ How to transition the conversation from solution shaping to facilitating the buying process
- ❖ How to qualify out of an opportunity whilst maintaining the individual and organisational relationships
- ❖ Prospecting and Lead Generation
- ❖ Action Plans as takeaways that the participant can use immediately

Pre-Requisites

Each participant will be furnished with a pre-workshop focus questionnaire two weeks in advance that will require them to consider and then answer a number of questions relating to their market, company and selling challenges they experience.

On-Going Support

As a separate module, a post-workshop support programme is available for salespeople who have attended this workshop, especially in the use of the Solution Development Prompter®.

On-Going Support

As a separate module, a post-workshop programme is available for participants.

Action

Contact John Busby now on + 44 7968 066 165 or email at jb@bkc.net to arrange an initial conversation.

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