

Consultative Selling



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How is your company perceived in the marketplace? Do you face strong pricing pressures from discount-focused competitors? Are your sales reps selling boxes or solutions? Are they taking advantage of all the opportunities in each account? Are they building long-term relationships?



This intensive one-day instructor led session will show technology companies how to use a consultative approach to sales.



Why Partners Should Attend

- √ Build long-term, strategic client relationships.
- √ Compete more effectively to win more deals.
- √ Improve margins.
- √ Uncover more opportunities in each account.
- √ Increase services revenue.
- √ Avoid pricing wars through adding value.
- √ Have less vulnerability to budget fluctuations.
- √ Improve positioning in the marketplace.
- √ Increase sales productivity.

Course Objectives

- √ Focus on business impact, not just technology.
- √ Sell solutions.
- √ Tailor messaging to each level in the organization.
- √ Uncover key concerns and the real decision criteria.
- √ Map sales value to customer “careabouts”.
- √ Deliver true business value to build customer loyalty.
- √ Learn how to develop internal advocates.
- √ Understand how technology projects get created.
- √ Create budget in the account base.

Course Content

- √ A framework for the sales process.
- √ The magic formula for success in technology sales.
- √ Labels and customer perceptions.
- √ Definition of consultative selling.
- √ The consultative approach explained.
- √ Questioning strategies to uncover key information.
- √ Effective qualification of opportunities.
- √ Understanding the business—technology linkage.
- √ How to build trust & credibility.
- √ Positioning value to win.
- √ Developing supporters & coaches.
- √ Two in-depth role plays to put concepts into action.

Who should attend?

- ⇒ Sales Representatives.
- ⇒ Sales Managers.
- ⇒ Sales engineering support.
- ⇒ Pre-requisites: introductory sales experience.

The Instructor

- ⇒ Warren Belkin, industry veteran with over 20 years experience in the tech marketplace.
- ⇒ Top Cisco Global Account Manager in 1999 with \$31M in sales.
- ⇒ Ex-Cisco Regional Manager. Top 20% region delivering \$82M in sales with 7 reps.

Ask About Our
Combined
STEP® Program

**For information, please call 203-366-1500 or
email info@sales-group.com**