



- Best Practices Workshop -

Essential Consultative Selling Skills

Classes held ONLINE – Zoom LIVE Workshop

Consultative Selling is a complex process involving a lengthy Sales Cycle, multiple decision-makers and often a high level of risk for the buyer.

This **6-hour workshop (conveniently delivered in two, 3-hour sessions)** provides sales teams with best practices, skills, tools and a framework to develop mutually beneficial solutions that effectively engage customers throughout the complex sales process.

Session 1 – September 29, 2020 | 9:00 am - Noon

- Pre-call preparation & the “POP” model
- Minimizing the unknown via “Discovery”
- Communicating effectively in the complex sale:
 - Active listening and common blocks
 - Great questions vs. good questions
- Adapting to Customer styles
- Evaluating & engaging key decision-makers via the “3 As”
- Demonstrating value over cost



Session 2 – October 6, 2020 | 9:00 am - Noon

- Managing the 3 dimensions of negotiations
- Employing the 7 Sales negotiation principles
- Satisfying customer needs over wants
- Maintaining a customer vs. product focus
- Establishing Customer relationships – Vendor or Partner?
- Balancing dual roles:
 - Representing your company to the customer
 - Representing the customer to your company

To Register.

**Cost: \$495 / person
(includes Course Materials)**

Want this course taught on-site to your management team, we can customize course content to target your specific business needs. - Contact Allison Creveling (acreveling@racc.edu) or 610 607 6208.

Contact Mike Salute (msalute@racc.edu) for more information.