



## Consultative Sales Programme

2 Day Programme, Tailoring Possible.

### Who Should Attend

Business Consultants, Sales Consultants, Business Development Managers, Key Account Managers and sales professionals.

### Programme Introduction

This is an instructor-led, consultative, question and dialogue based selling programme for up to twelve participants. The objective is to teach a unique method for developing instant rapport and long term relationships. Participants receive the manual, a reinforcement kit, and their personal coaching tips on DVD.

### Programme Goals

By the end of the program, participants will be able to plan for a sales call and comfortably use ImpactSkills methodology and dialogue skills to comfortably open a sales call, query for information, offset objections, and close the sale. Participants take away a powerful set of tools to use in any sales situation.

### Benefits To Your Organisation

- Improves selling uniformity within the sales force
- Ensures uniform sales-process dialogue and approach
- Develops and maintains long-term client relationships
- Reduces misunderstandings due to poor listening and questioning skills
- Boosts sales results
- Offers important career-enhancing job benefits to individuals

### Instruction Method

- Highly Interactive discussions and tuition
- Group and individual rehearsal and practice
- Unique real-time coaching
- Individual practice with instructor and peer feedback
- Coaching to build individual as well as integrated skills
- Individual DVD review and coaching

### Why Should You Attend

- Increases ability in critical sales skills
- Promotes positive response from clients and prospects
- Improves the clarity and focus of your selling
- Ensures consistency in sales performance
- Provides tools to build rapport and long-term relationships with prospects or clients
- Instils confidence in your sales presentation
- Reduces stress and nervousness in the sales role
- Gives specific tools and techniques to handle any objections