

# The Sales Institute of Ireland

SELLING IN A TOUGH ECONOMY SERIES

# Consultative Selling Skills

## FETAC Accredited Sales Training Programme Level 6

*"The economy is tough, the market is smaller and the buyer has changed the way they buy. It's time for the seller to adapt to this new reality or go out of business."*

Prospecting Principles

Making Appointments by Phone

Face to Face Meetings

Negotiating the Price

Objection Handling

Cross Selling

Closing the Deal

Pipeline Management

Up Selling

Networking

Proposal Writing

Asking for Referrals

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[www.salesinstitute.ie](http://www.salesinstitute.ie)

# Consultative Selling Skills (3 days)

## FETAC Accredited Sales Training Programme Level 6

Identifying new customers, driving demand and building a solid sales pipeline is at the core of successful sales prospecting for anybody who sells in the business to business sector.

This FETAC accredited programme is designed to equip individual business to business sellers with the confidence, behaviours and the tools to improve sales performance.

The current economic climate has conditioned buyers to shop around for the best deals seeking the best value for money and avoiding unnecessary risks with suppliers they don't trust. Furthermore, sellers now have to work as hard for repeat purchases as they do for new business. The Celtic Tiger years are well and truly gone and so is the way customers bought during those times. The successful sellers in this "new economy" will be the ones that adapt their skills and behaviours to the new market conditions.



## Course Benefits

After attending this programme, participants will have the ability to:

- > Engage in a variety of best practice prospecting techniques
- > Win appointments by telephone
- > Network more effectively for new business leads
- > Achieve targets through effective work patterns
- > Prepare and control a sales interview
- > Close more sales deals in less time
- > Construct an effective written proposal, including cost justification
- > Handle and overcome objections
- > Identify when and know how to ask for commitment
- > Forecast more accurately



## Course Content

The focus of this training is to increase consultative selling skills and to provide a basic grounding to enable course participants to immediately start to identify opportunities. Role-play, simulations and homework assignments will play a big part in the participants learning throughout the programme. Course content will include:

- > The post 'tiger economy' and how everything has changed except the professional seller
- > Understanding and managing your sales pipeline
- > Prospecting principles
- > Strategic and practical networking skills including networking on the Internet
- > Asking for referrals
- > Making appointments by phone
- > Using email as part of the sales process
- > Preparation for sales meetings
- > Meetings with sales prospects
  - >> Developing rapport and trust
  - >> Generating and qualifying interest
  - >> Questioning skills to uncover problems and opportunities
  - >> Finding the emotional / motivational drivers
- > Listening to the underlying message
- > Understanding the different buyer communication styles
- > Winning presentations
- > Dealing with objections
- > Getting on-going commitment at the different stages of the sales process
- > Closing the sale without being pushy
- > Working with complimentary solution providers

### Who Should Attend?

Anyone in an organisation with responsibility for generating sales in the business to business sector. This will include owner managers, new business developers, as well as other sales professionals requiring a more structured and direct approach. The programme is ideal for new sellers and experienced sellers alike.

### Why You Should Attend

- > As a participant you will evaluate and understand the process behind each of the core selling skills
- > Develop your own personalised sales 'toolkit'
- > Build extra confidence in your own selling expertise
- > Prepare yourself to handle the toughest sales challenge

## What You Get

1. Individual coaching and guidance throughout the three days of the programme, each programme is limited to no more than 12 delegates.
2. A comprehensive workbook, used during the workshop to develop and record your own unique strategies, and that will become indispensable as you implement your own appointment setting strategies.
3. Simulations conducted via video role-play and MP3 recorded formats.
4. FETAC level 6 accreditation via written and recorded assessment.
5. Your lunch and refreshments throughout the day.

## The Sales Institute of Ireland

The Sales Institute of Ireland promotes excellence and high performance among sales professionals. The Institute currently has more than 1500 members representing many progressive organisations and market leading brands in the ICT, FMCG and financial services sectors.

The Institute provides a range of benefits to members throughout the year including ongoing opportunities for knowledge acquisition, performance improvement, professional development and business networking events.

[www.salesinstitute.ie](http://www.salesinstitute.ie)

## Style of the Programme

Emphasis is placed on identifying a salesperson's preferred selling style, and then working to increase selling style flexibility.

Participants will learn selling tips to vary their selling style to fit the specific customer and sales situation.

The programme will be tutor lead and critical customer situations are used for simulation, role-play and case study purposes throughout the programme.

As well as learning invaluable tools and techniques in a highly interactive and dynamic environment, you will receive individual coaching and support from the workshop leader as you develop your own unique, personal strategies, customised to you and your industry.

## Key Points

- > **Proven to increase sales and improve performance**
- > **Designed for the Irish market**
- > **Delivered by recognised sales experts with Irish and International experience**
- > **FETAC Accredited**
- > **Endorsed by the Sales Institute of Ireland**



For more information about enrolment for this programme please contact the Sales Institute of Ireland on + 353 1 662 6904 or e-mail [info@salesinstitute.ie](mailto:info@salesinstitute.ie)