

# CONSULTATIVE SELLING

## COURSE OVERVIEW



### Improve consultative sales skills to deliver the optimal solution to your customers and grow revenues

- Develop your own unique set of powerful questions to identify your customers' true needs and what is important to them
- Develop and create a 'knowledge grid' applicable to your markets and customers to build your personal credibility
- Create effective numerical financial benefits of your value proposition showing your customers how they gain using your solution
- Understand the different personality styles you will come across and how to adapt your communication style to theirs

Businesses don't buy products, services or even people, they buy results. So today's salespeople can only succeed by selling solutions which address their customers' priorities.

Solution selling requires a special mix of skills. This programme covers the in-depth investigation required to understand the customer's priorities, the knowledge needed by the salesperson to add value and credibility to their dialogue with the customer along with the ability to financially justify their solution whilst developing the ability and skills needed to build strong interpersonal connections with key players in their accounts.

For further information visit [tacktmi.co.uk](https://tacktmi.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [uk@tacktmiglobal.com](mailto:uk@tacktmiglobal.com).



**2 Day Interactive & Practical Course**

**Cost: £1,499 + VAT**

**Visit [tacktmi.co.uk](https://tacktmi.co.uk) for further information**

### SUITABLE FOR:

Those who have experience selling and want to develop their ability to sell solutions that address customer's priorities and present offers in terms of their contribution to business goals.

### YOU WILL LEAVE THIS COURSE ABLE TO:

- Identify your customers' true needs and priorities having developed your own set of powerful questions
- Create and communicate a powerful differentiated value proposition
- Understand the principles of business finance and how your value proposition contributes to your customer's ROI
- Successfully develop and manage relationships with the different personality types of the key players in your accounts
- Design and present your solution in a very clear and motivational way and win against tough competition
- Successfully implement your solution – winning full cooperation from your own team and your customers'