

Rhema Sales Force Development Courses

Course Title: Consultative Selling Skills

Duration: Two Days

Course Objectives:

As a result of this course you will be able to:

- Research customers and prepare for customer meetings
- Use a consultative selling process to identify and satisfy customers' needs
- Handle questions and objections effectively
- Identify and manage decision-influencers involved in a sale
- Close sales effectively
- Use referral selling techniques to develop new business

Course Content:

- The consultative selling process
- The importance of research, planning, and preparation
- The initial meeting
- The interpersonal skills of consultative selling
- Handling questions and concerns
- Working with different decision influencers
- Opening up new business opportunities
- Referral selling