

Mastering Consultative Selling: A 5-Day Intensive Program

2027 0000 7 - 3
Los Angeles (USA)

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Day 3: Solution Development and Presentation

- Aligning solutions with client objectives
- Crafting compelling value propositions
- Presenting solutions consultatively
- Handling objections effectively

Day 4: Building Trust and Client Relationships

- Establishing credibility and expertise
- Strategies for long-term client relationship building
- Communication techniques in complex sales environments
- Navigating multiple stakeholders in B2B contexts

Day 5: Closing Deals and Ensuring Client Success

- Consultative closing techniques
- Negotiation strategies aligned with client value
- Post-sale relationship management
- Measuring and ensuring long-term client success

Individual Impact

Participants will leave the program with:

- Stronger skills in uncovering and addressing client needs.
- Enhanced ability to build trust and credibility with clients.
- Improved confidence in handling objections and negotiating effectively.
- Greater capacity to secure long-term contracts and repeat business.

Organizational Impact

Organizations will benefit from:

- Increased sales effectiveness through a client-focused approach.
- Stronger client relationships and higher retention rates.
- Greater deal value and repeat business opportunities.
- A culture of consultative selling that drives sustainable growth.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. The board is checkered, and there are concentric circles in the background.

Training Methodology

- Interactive lectures and practical exercises
- Role-playing and scenario-based sales simulations
- Group discussions and peer learning
- Real-world case studies in consultative selling
- Action planning for immediate application in sales activities

Beyond the Course

By the end of this 5-day program, participants will be ready to:

- Apply consultative selling techniques in real client interactions.
- Transform sales conversations into value-driven partnerships.
- Close deals effectively while ensuring long-term client satisfaction.
- Drive organizational sales growth through strategic, client-centric selling.

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