

Grow Business through Consultative Selling



In this one-day workshop you will learn to maximise growth opportunities and build strong client relationships

Recognising that not all business people have natural sales tendencies, this immersive 1-day workshop focuses on developing impactful communication, influence and essential sales skills to equip business leaders with the ability to maximize growth opportunities.

“You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you.” Dale Carnegie

Supporting the development of Business Owners and key staff to become Trusted Advisors to their client base and be commercially focused, this Workshop aims to enhance self-awareness, foster a growth mindset, build commercial acumen to identify and seize business opportunities effectively and build the confidence to communicate with impact – to influence, persuade and inspire others to act.

Objectives:

- Refine understanding of your ideal customer and their needs to ensure you solve relevant problems for them.
- Evaluate current customer base, explore demographics, pain points and customer experience
- Practice methods to uncover and appeal to different buyer interests
- Clear understanding of the value your offering provides to the customer, ensuring it continues to resonate.
- Develop impactful communication, influence and persuasive sales skills.

Format
1 Day

Who Should Attend

Any business owner or staff who interact with clients and want to increase sales, productivity and influence outcomes / improve business results.

Investment

Investment \$800 + GST.

This workshop is registered with the Regional Business Partner Network. To explore if your business may be eligible for funding support, please register or contact us to discuss further.

Contact Us

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In **Grow Business through Consultative Selling**, you will gain practical tools and use proven techniques such as:

- Interact with customers to drive profitability.
- Develop business acumen so business owners and senior salespeople are commercially focused and maximising business growth when the opportunities present.
- Recognise what qualifies a consultative approach to selling.
- Apply a proven sales process. Consider the buyer's point of view.
- Manage time effectively.
- Calculate the benefit of making authentic connections with clients as Trusted Advisors.
- Develop rapport with new clients.
- Improve connections with existing accounts
- Communicate with different personality styles and evaluate how they react under pressure.
- Modify your behaviours to better connect with people of different styles.
- Improve your ability to influence the attitudes and behaviours of others.
- Practice methods to uncover and appeal to different buyers interests.
- Create power questions to uncover the information needed from buyers.
- Widen the buyers expectation gap to create interest.
- Generate insights that motivate a buyer to take action

Expect Breakthroughs: Each time a new skill is introduced, it is practically applied in the classroom and coached in the moment before moving it out into your life and work. Once a skill has been tested, the group holds itself accountable by reporting back on what did or did not work. This experiential learning approach makes it possible for everyone to learn from each other's efforts. By experiencing a series of successful attempts with positive reinforcement, habits are changed, and new skills are ingrained.

Competencies Addressed

- **Customer Acquisition:** Identifies and converts prospects into loyal, long-term customers
- **Customer Experience:** Sees the world from the customer perspective to create a positive engagement that meets their needs and creates loyal champions of our organisation
- **Vision:** Future-oriented. Applies imagination and wisdom to develop a compelling picture of what could and should be in terms of ultimate success
- **Interpersonal Skills:** Consistently builds strong, long-term relationships both inside and outside the organization.
- **External Awareness:** Sees things from different points of view and recognizes the impact that actions have on others. Keeps up-to-date with issues and trends that affect area of responsibility.
- **Conflict Resolution:** Encourages people to work through contentious situations and works with them to find solutions when necessary.
- **Professionalism:** Projects an image of honesty, confidence, and integrity that fosters
- **Influence:** Consistently directs situations and inspires mutual commitment and an all-win outcome.
- **Adaptability:** Open-minded. Demonstrates flexibility and a positive attitude when faced with changes.



Module by Module

Module 1: Foundations for Consultative Selling

Learning Objectives:

- Recognise what qualifies a consultative approach to selling
- Understand and apply a proven selling process
- Consider the buyers point of view
- Manage time effectively

Module 2: Rapport-Becoming a Trusted Advisor

Learning Objectives:

- Appreciate the benefit of making authentic connections with all clients
- Build trusting client relationships
- Develop rapport with new clients
- Enhance connections with existing accounts

Module 3: Communicating with Different Personality Styles

Learning Objectives:

- Identify our own personality style and how we react under pressure
- Modify our behaviours to better connect with people of different styles
- Adapt our communication styles to quickly connect with different buyer types
- Influence the attitudes and behaviours of others

Module 4: Consultative Questioning

Learning Objectives:

- Practice methods to uncover and appeal to different buyers interests
- Create power questions to uncover the information needed from buyers
- Widen the buyers expectation gap to create interest
- Generate insights that motivate a buyer to take action

