



CONSULTATIVE SELLING

Second Edition

Today's buyers are well down the path of their buying journey before ever engaging a salesperson. They are able to research online, ask trusted sources, and develop a fairly well-informed vision of the solution they want to use to solve a particular business problem. This shift in the buyer's journey has had a dramatic impact on today's sellers.

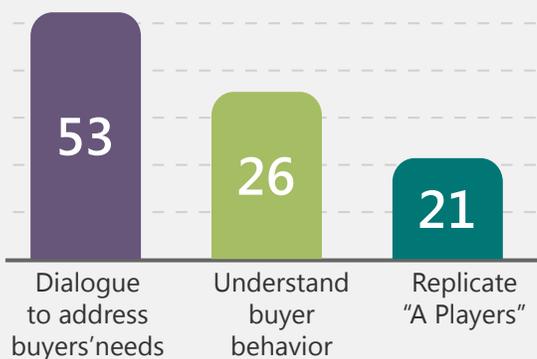
The buyer's journey has shortened, and in some cases has completely erased, the time salespeople used to spend getting to know a client, understanding their needs, and articulating value. But that doesn't mean that they should abandon their effort to understand needs or cave to pressure from a client to move into presentation mode too quickly! Instead, they need to demonstrate credibility quickly and earn the right to ask questions — setting them up for true value articulation and price justification. Salespeople must carefully and skillfully execute each and every client dialogue with a level of precision and excellence that is unmatched by their competitors.

Richardson's Second Edition Consultative Selling Program focuses on the critical structure of a sales conversation or customer meeting and provides a powerful roadmap for a successful, need-based dialogue. The Consultative Selling Framework provides salespeople with a consistent, repeatable process to more effectively execute their sales conversations.

Our Framework helps provide sellers with a consistent, repeatable process to more effectively execute their sales conversations. The Six Critical Skills fuel and support the Framework, empowering salespeople to leverage their technical excellence and use every sales skill available to open more doors, better understand client needs, more persuasively articulate value, and close more deals.



Understanding Needs Is the Top Focus For Best In-Class Organizations to Improve Customer Dialogues *



The #1 reason reps miss quota is their inability to articulate value

- Sirius Decisions

BUSINESS BENEFITS

- Drive revenue and business performance by helping increase close ratios for new clients and expand business for existing clients
- Create competitive advantage by building a consultative selling culture that drives business performance through customer-focused dialogues
- Improve seller's ability to connect and build trust to gain the information needed to be relevant, use authenticity to deeply understand needs, and develop the best solution for the customer's unique situation
- Improve seller's ability to communicate in a highly relevant, compelling, and differentiated way
- Foster salespeople's ability to build positive relationships, deliver exceptional buying experiences, and gain the customer's trust to win profitable business

OBJECTIVES

- Apply the Consultative Selling Framework to engage customers in a customer-focused consultative dialogue, develop and expand relationships, and increase sales results
- Identify the Six Critical Skills that power the Consultative Selling Framework and allow sellers to leverage their natural strengths to create a dialogue, foster the openness and trust needed to understand customer needs, communicate in a compelling way, and close profitable business
- Understand the science of Cognitive Dissonance and how customer objections arise and apply a model to defuse defensiveness and engage the customer to resolve their resistance
- Increase seller's awareness of their current sales approach, provide them with feedback on their strengths and areas for improvement, and support them in developing strategies and skills to reach their next level of sales excellence
- Apply guidelines for giving and receiving feedback and peer and self-coaching skills to ensure ongoing development

AUDIENCE

Program content is highly customized to any level, from new to experienced salespeople, their managers, and executive management

DELIVERY OPTIONS

- Blended learning solution that incorporates both a facilitator-led workshop (one-day or two-day) and the Richardson Accelerate™ digital learning platform for pre-workshop learning and post-workshop sustainment
- Richardson Accelerate digital learning platform only
- Facilitator-led workshop only (one-day or two-day)



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About Richardson

Richardson is a global sales training and performance improvement company. We collaborate with sales organizations to achieve greater levels of success by changing the behavior of its salespeople and sales managers. Our approach is highly collaborative, with a focus on enabling the right sales activity and effective customer dialogues. To help you achieve your goals, we partner with you to develop customized training programs and a culture of continuous learning to help drive improved organization performance.

Contact the Richardson Team at 215.940.9255 or visit us on the web at www.richardson.com
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