



CONSULTATIVE SELLING SKILLS Curriculum Overview

1. Program Design

The CSS program has been specifically designed to engage Participants in real-life skills practice. Thus, a lot of Agenda time is dedicated to the Role-Play activity, together with a facilitated balance of the core consultative concepts.

Most of the first half-day is walking participants through the required Consultative behaviors. Focus on understanding Client Problems & Needs, and the critical differences of the Four Question Types is reinforced by the use of Transcripts, Tape Scripts & Case Studies prepared from the information gathered during the pre-program interviews & research. Small group discussion is also incorporated at regular intervals.

By lunch on the first day, all participants will have a thorough understanding of core terminologies and the reason **WHY** Consultative behaviors have proven very successful in complex professional services selling.

The overall content is framed around the **FIVE** basic phases of the Consultative Sales process – **Planning, Opening, Investigating, Demonstrating Ability and Closing/Agreeing**.

The primary focus of the skills-based training program is centered on the **INVESTIGATING** phase ... allowing participants to effectively practice asking the right questions at the right time during the critical interview process.

2. Program Objectives

The Sales Leadership Program will provide all Participants the skills to:

- a) Use key Verbal Behaviors needed to influence the success of a sales interaction where the purpose is to sell an appropriate solution to a prospective customer.
- b) Identify customer Problems and Needs that can be satisfied through your company's range of services & offerings.
- c) Effectively use the Four Question types of the Consultative Sales Model.
- d) Effectively Plan for an Introductory sales interaction.

3. Skills Practice Format

Over the standard two-day program, there are FOUR Role Play opportunities.

The first one, conducted within the first hour of Day 1, is purely a 'Reality-Check' over a 10 minute period to identify PUSH vs. PULL behaviors. This exercise helps to reinforce the Investigative counseling behaviors of the Consultative approach. A proven & powerful activity to benchmark skills improvement from.

The other THREE, prepared from actual real-life company examples, are equally spread over each of the remaining program sessions, and consist of the following structure:

- a) 15 Minutes PLANNING – Participants, both Sellers & Buyers, with the assistance of the Facilitator, prepare over a 15 minute period, their approaches to their Role Play. Sellers & Buyers are separated, and also assist each other in their strategy.
- b) 15 Minutes INTERVIEWING – Sellers interview Buyers one-to-one over a 15 minute period, and are also audio-taped. This process enables each Participant to quantifiably record their individual skills development over the FOUR Skills Practice sessions.
- c) 15 Minutes MEASURING – Audio tapes are given to another Seller/Buyer pair for Behavioral measurement. Every exhibited behavior is measured on the 'Consultative Model', and to give to the Seller for Performance validation, after the COACHING module is completed.
- d) 15 Minutes COACHING – Using the same learned skills, each Seller/Buyer pairing Coaches the Measured Seller from the audio tape. The coaching process follows three main themes:
 - What went well?
 - What did they struggle with?
 - What will they do differently next time?
- e) 15 Minutes GROUP debrief – All Participants gather in main Training Room to debrief each other on their performances. Key points are summarized on flip charts.

4. Post-Training Coaching

A further recommendation for skills reinforcement, is to consider incorporating a post-program Coaching/Mentoring initiative. This would involve all participants to either gather as a group again for another half to one-day skills review session.

Either way, participants will report on real-life sales interviews actually conducted AND again practice learned skills over a pre-prepared Case Study.

A similar approach can also be incorporated for the Regional Management Team, primarily focusing on Coaching Skills associated with the Sales Leadership Model.

5. References

- a) McKinstry Co. – Bob Frey or John Payne – 206 762 3311.
- b) Vistage – Mr. Gary Lockwood – 951 739 7444
- c) Washington Manufacturing Services – Nigel Moore – 425 438 1146
- d) Dr Julie Miller – 425 485 3221
- e) Hanger, Inc - Brian Wheeler – 301 280 4555