CONSULTATIVE SELLING



CONSULTATIVE SELLING

Spotting opportunities for organic growth in existing accounts is key to an effective overall agency growth strategy.

This workshop provides consultants with the knowledge, skills and confidence to identify, open and convert organic growth opportunities within their portfolio and across the wider business.

This highly practical workshop enables participants to apply the content directly to their role for immediate use back in the workplace.

WHY CHOOSE AMBER?

We help businesses to grow through people development. Specialising in management and communication skills, we offer a wide range of training including:

Presentation Skills; Personal Effectiveness (Insights Discovery); Communicating with Impact; Storytelling for Business; Time Management and many more.

Formats include online and face-to-face workshops plus one-to-one coaching programmes for individual needs.

WORKSHOP INCLUDES:

- Why organic growth is so important.
- How consultative selling differs from transactional selling.
- The importance of knowledge in the sales process.
- Understanding the decision-making unit (DMU) and their respective buying motivators.
- How to use the S.P.I.N. selling approach to unlock opportunities.
- People buy people: adapting your approach for different personality types.
- Turning theory into practice: building your sales plan.
- How to measure and manage success.



For more information please contact:

Richard Baines

07768 145572

richard@ambergroup.net

www.ambergroup.co.uk