

# KEY ACCOUNT LEADERSHIP CONSULTATIVE SELLING

The consultative selling approach is one in which the buyers needs are used as the basis for a dialogue. This dialogue enables you to understand their requirements and construct a tailored solution so that you know how your products and services can help them and deliver results for their business. To reveal these often disguised needs, a variety of skills need to be used along with tools, tips and techniques that you can access, as and when you need them. The consultative selling approach focuses on using “Insight” questioning skills to engage in a shared destiny conversation with the customer about their most pressing business issues. This means consistently eliciting feedback using that information to ask further questions that add value to the conversation and solution.



## How You Benefit

- Identify what buyers like about the Key Account Manager role
- Learn how to unearth the needs and wants of your buyers
- Learn how to present and offer your products and solutions in the right way
- Assess the top 5 likely objections from your target customer including price and budget
- Build the value of what you offer securing long term success with key accounts



## Who Should Attend

All those responsible for getting, growing and gaining large/international key accounts in a Consultative Selling role for the organisation



## Duration

3 Days



## Participant Materials

Participants will receive supporting materials for reference before, during and after the course



## Style

A facilitated workshop with case studies, practice sessions and using work based key accounts to optimise key consultative selling opportunities immediately back in the workplace

**Our emphasis is on the LEARNING and the workplace application of skills by the LEARNER**  
**Let's get started!**