

Businesses don't buy products or services or even people - they buy results. So today's salespeople can only succeed by selling solutions which address their customers' priorities. Solution selling requires a special mix of skills. Drawing on the results of TACK's regular research into 'buyers' views of salespeople', this course examines the contribution to business goals, how to justify cost and sell Return on Investment, how to avoid some common pitfalls, build strong personal relationships with different customer personalities and sell conversationally and consultatively. 71% of buyers surveyed in our latest survey said they will be looking for new suppliers in the next 12 months – make sure you're on their radar!



How You Benefit

- Identify your customers' true needs and priorities through consultative selling
- Design and present a solution in a very clear way and win against tough competition
- Successfully manage relationships with others and respond to their concerns and objections
- Negotiate favourable terms and conditions with procurement
- Achieve 'trusted adviser' status in the eyes of your customers



Who Should Attend

Anyone in the organisation who needs to provide creative sales solutions



Duration

3 Days



Participant Materials

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



Style

A facilitated programme with discussions, modelling real experiences and work based situations using a solution based selling model

Our emphasis is on the LEARNING and the workplace application of skills by the LEARNER

Let's get started!