

Collaborative Solution Selling

Two Day Interactive Training Program with Bill Carson
Sales Excellence, Sales Performance & Collaborative Selling Coach

Program Overview

in the world of fast-moving technology coupled with increasing competition and a more deregulated environment, the need for professionals to sell their products and services has risen sharply. This program concentrates specifically on consultative or “solution selling” concepts and techniques appropriate to the professional world.

No longer is a high level of professional or technical knowledge sufficient to succeed.

We examine the essential elements of consultative relationship selling, and the approach necessary to prove the value of your solutions to both existing and prospective clients.

Designed for professionals such as consultants, coaches, business service providers, thought leaders, accounting or legal practitioners, engineers and technicians in health care or other areas...

Anyone who provides their clients with intangible or conceptual solutions, as well as technical or complex solutions.

Key Subject Areas

- How you can optimise your client win rate using an advanced client engagement model
- How you can achieve less price or fee resistance and improved acceptance of your recommendations
- Business building for professionals; but managing the “s” word...selling!
- Buyer motivation and key drivers
- Obtaining key commitments
- Advanced questioning strategies that are way beyond open and closed questions
- Communication skills in collaborative value selling
- Presenting and differentiating your solution
- Proving the value of your services or solution
- Handling negative client responses

“First rate presentation and especially impressed with group interactions and role plays. I gained further sales knowledge and enjoyed immensely.” - Steve Valli, Account Manager

Key Learning Outcomes

- Effectively managing new opportunities to grow fees and revenue from your existing clients and generate new business
- Understanding the techniques of value solution and/or concept selling
- Align your questioning and listening strategy to powerfully identify hidden needs and requirements that the client has
- Understand the real issues and concerns behind objections and handle them effectively
- Differentiate your firms’ exclusive features and benefits
- Enhance the confidence of your clients to continue to buy from you and your firm

Collaboration

The Collaborative Selling Workshop is a fast-paced and interactive training program that has strong emphasis on customised activities, extensive skills practice and feedback.

Day 1 – Part 1:

The Collaborative Selling Workshop

- Welcome, introduction, overview
- Shifting mindset to focus on the client, not ourselves
- Understanding the clients' buying process
- Aligning the selling process to the clients' buying process and preferences - transactional vs consultative
- Collaborative selling structure
- Planning for sales calls
- Setting the agenda for the meeting
- Opening the meeting effectively
- Rapport, trust and relationship building
- Exploring and assessing the clients' needs, wants, issues, challenges, fears, solutions and decision criteria
- Listening effectively - developing needs from 'potential' to 'definite'
- Skills practice
- Action learning plans

Day 2 – Part 2:

Embedding the Skills Workshop

- Building and deepening the skills & tools from day 1
- Developing your value proposition matrix
- Broader and more comprehensive real-play practice on real client scenarios
- Additional skills and tools as required:
 - Presenting capabilities and products - mini benefit story
 - Asking for the order / buyer action
 - Writing better quotes / proposals
 - Objection management
 - Price handling
 - Review and follow up
 - Expanding the relationship and value
 - Business review meetings to grow the business
- Action learning plans

What Other's Say

"Bill was a great presenter, knowledgeable, confident and delivered the training in a way that kept everyone engaged. Very good content and probably could spend more time on skills building"

Ben – Sales & Marketing Manager

"Bill interacted with individuals and the group very well. He brought previous experiences and scenarios into enhancing his material – excellent"

Roy – Regional Sales Manager

"Best training course I have been on!! Geoff, just wanted to confirm that the sales training was excellent. Thanks for pushing it and getting it going. Many eye opening moments in doing the role play practices and it was great that these guys heard what I have been micro managing them to do from an external reference. A lot of follow up required but a very good kick start"

Jason – Sales & Marketing Manager

"Bill was very personable and approachable. A very beneficial program that touched on many pertinent areas. Hard to think of a way to improve"

John – Regional Sales Manager

"I found Bill to be very knowledgeable and helpful, and he assisted me to look at different ways to approach my customers. The program was very interesting, I have learnt new skills which I can apply to my job on a day-to-day basis"

Brendan – Regional Sales Manager