



Consultative Selling Skills

As business becomes increasingly competitive in the post-Covid world, today's B2B salespeople need to deploy skills and strategies that set them apart from their competitors in order to win and keep customers.

The CSS workshop provides salespeople with the foundational professional B2B selling skills with advanced COIN probing process for an efficient money saving two day workshop.

As a result of attending this workshop salespeople will be better able to:

- Learn how to prepare for each sales discussion using the CSS call planner and preparation checklist
- Apply questioning and listening skills to clearly understand what the customer wants and why it is important
- Establish personal credibility and mutual value in every customer interaction
- Employ business discussion skills that create an environment of collaboration and trust
- Employ the "COINS" probing strategy to uncover customer issues and needs that link to your exclusive benefits
- Communicate the value of your products and services in a way that address customer needs and why they represent value for your customer's current and future business
- Evaluate and enhance your impact as a Trusted Advisor to your customers
- Overcome customer resistance using a structured process that moves the selling process forward
- Adopt an approach for ending every meeting or call with appropriate next steps for both parties



Two day workshop for twelve to fifteen participants. Classroom and virtual workshops are available.



Assess and Measure: Every CSS workshop includes a pre and post mastery test. Participants receive in class feedback for every CSS skill use from the trainer or co-participants.



Reinforcement: CSS participants receive CSS skill guide card and reusable pre-call planner. Participants are also taught to observe CSS skill use and provide peer coaching.



Who should attend: Anyone involved in the B2B sales process, whether in person or virtual sales calls.



ELAvate Sales Suite encompasses Consultative Selling Skills, ELAvate Sales Coaching, ELAvate Negotiation Skills and Key Account Strategies.