

“Consultative Sales”

Training Module Objectives

For the company:

- Improve efficiency by responding to clients' needs in a more personal way across the product or services range.
- Bring enhanced added value to the advice provided, the service and customer relations.
- Increase customer loyalty by satisfying clients' needs on both the human and business levels.

For participants:

- Acquire the basic sales tools in an era of personalized, one-to-one marketing.
- Learn to use simple and effective tools to better manage customer contacts and relations.
- Know how to conduct a sales interview as an expert providing a consultancy service offering increased added value.
- Know how to assess clients' needs to provide a better response in terms of services or products.
- Become proficient in sales argumentation techniques (proof, personalization), especially in difficult situations.

Teaching Method

The teaching method is based both on theoretical input and practical exercises.

The emphasis is placed on know-how and social skills with the aim of a professional application for the trainees (case studies, role-playing, video...).

The tools passed on to the trainees are drawn from sales, marketing and clinical psychology (interpersonal communication).

Participants

Target audience: sales or account managers and, more globally, all staff members in contact with customers.

Number of participants: groups of 2 to 12.

Duration

Basic module: 2 days (basics).

Complete module: 4 days (includes intensive practice, role-playing, video...).

Location and Teaching Materials

Location: at your premises or an off-site location in the city of your choice.

Materials: provided by you or us (room with white board, eraser, marker pens, camera, TV).

Cost

Teaching fees & expenses: price on request.

Please contact us for a detailed solution tailored to your needs.

International Satisfaction Association – S.A.R.L

80, Rue Saint Jacques 13006 Marseille, France

Tel.: +33 (0)95 071 0529 www.internationalsatisfactionassociation.com

E-mail : contact@internationalsatisfactionassociation.com

Code APE 8559A – SIREN 844 659 227 – RCS MARSEILLE