The science of forward thinking

AN INTRODUCTION TO
CONSULTATIVE SELLING

AN INTRODUCTION TO CONSULTATIVE SELLING

JOINT SOLUTION DESIGN AND DEPLOYMENT

Overview

This course has been designed for sales professionals wishing to deliver comprehensive consultative selling skills into their client relationships. The importance of fully understanding the client's core activities (e.g. supply chain) and the need to properly integrate the components of a solution are essential. Therefore, a full appreciation of a solution life-cycle and the deployment of the necessary processes and skills at each stage are central to the course theme.

Concentration on the client and the delivery of a joined-up service ensures the initial success of the sales person and provides a basis on which to develop further business and the establishment of strategic partnerships.

The course has been developed to equip attendees with the skills and knowledge required to design and deploy complex fulfilment solutions in the logistics industry. It may equally be applied to the management of change in any scenario where it is essential that the integration of new components results in a seamless system e.g. the introduction of e-commerce methods into a customer management environment.

Its' modular form allows bespoke events to be delivered, particularly where an organisation's business objectives demand an emphasis in certain areas.

Who should attend?

Sales professionals working in a solution design and service delivery environment, particularly where the service delivered needs to be integrated into a client's own infrastructure.

What will they learn?

An approach to relationship management in order to determine client needs either through Request for Information (RFI), Invitation to Tender (ITT), or one-to-one interview leading to requirements specification.

An understanding of the solution design and deployment life-cycle and the need to manage across client and supplier communities.

How to build and run a bid team through a syndicate exercise – a realistic bid situation featuring role play, application of process and assessment of tender.

Course Content

- · Understanding product/service specifications and business strategies

- · Interviewing techniques – sharing understanding, agreeing and documenting requirements

- · Joint solution design – process mapping, service levels, roles and responsibilities

- · Managing RFIs and ITTs – building the Bid Team

- · Obtaining "Authority to Proceed" – commercial, technical, operational viability and strategic fit; legal considerations

- · Securing the commitment of all delivery components, particularly when provided by third parties

- · Specifying the training requirements for new and reengineered processes

  - · Tender/Proposition delivery and presentation

  - · Preparing to "Account Manage" the new service

NB The techniques and skills developed during the Bid Management syndicate and other role-play exercises may be supplemented by, or replaced by, supported application in the field. This would be performed by the consultants running the course – such a requirement would be built into a bespoke course specification.

Course Duration

Basic Course	5 days
Syndicate Exercise (dependent on numbers for competitive bid)	3 days
Supported Application (on an event-by-event basis)	TBA