

Sales Awareness™

Commercial Skills for Consultants



In today's team-selling environment, an awareness of solution selling and account management processes is an essential part of a professional Consultant's skill-set. This workshop is aimed at improving these commercial skills to ensure your Technical Services staff become a positive part of the efforts to maximise revenues, reduce project delivery costs and actively support their sales colleagues.



Sales Awareness™ for Consultants is a workshop designed for post-sales technical people who spend time interacting with customers. The strong relationships that Consultants and Project Managers build with their customers are an asset to your company: investing in developing their commercial skills will reap dividends in client retention, up-selling, better communications with the sales team and increased customer satisfaction.

Accelerate your growth

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The workshop includes:

- Basic sales qualification techniques
- Consultative questioning & listening skills
- Understanding buyer types
- Gaining commitment
- Stop telling, start selling! Better presentations and demonstrations
- Building a 'Shared Vision of Value'
- Controlling contract and project commitments
- Dealing with customer objections
- Basic negotiating skills
- Project Success Planning
- Resisting 'More for free' requests and turning these to value-based sales opportunities
- Uncovering and developing business needs

Call us on **01428 641001** or find out more at www.redlineassociates.co.uk

Redline courses are delivered by highly experienced ex-Sales and Consulting Directors, who combine a wealth of real-world knowledge with practical techniques and methodologies.

Our workshops comprise a balanced mix of:

- Video demonstrations using professional actors
- Trainer-led teaching
- Group and individual exercises
- Group discussions
- Fun activities
- Role-plays
- Analysis & planning tools
- Course workbooks and slide sets

Sales Awareness™ is a 2 day course

The workshop is highly interactive and encourages delegates to discuss specific commercial issues they are experiencing. All our courses can be supported with a personalised coaching and mentoring programme for managers and delegates.

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