ADVANCED CONSULTATIVE SELLING & SOLUTION-BASED SALES COURSE

Introduction

The Advanced Consultative Selling & Solution-Based Sales Programme is a professional executive-level programme designed to equip sales professionals, business development executives, account managers and commercial leaders with the advanced capabilities required to move from transactional product selling to customer-centered, value-driven and solution-based selling. Modern customers are increasingly informed, analytical and selective. They expect sales professionals to understand their business challenges, operational realities, strategic priorities and desired outcomes before proposing a product or service. This programme therefore focuses on developing sales professionals who can act as trusted advisers and business problem-solvers, rather than simply product representatives. The programme provides a structured approach to consultative selling, beginning with customer research, opportunity identification and needs discovery, progressing through diagnostic questioning, stakeholder analysis, solution design, value communication, proposal development, negotiation and closing. Participants learn how to uncover both explicit and underlying customer needs, identify business problems, quantify the consequences of those problems and connect appropriate solutions to measurable customer outcomes. The programme also examines how to communicate value effectively when dealing with multiple stakeholders and complex purchasing processes. Participants therefore develop advanced stakeholder mapping and influence-management skills. Digital tools, CRM systems and sales analytics are incorporated to help sales professionals research customers, manage opportunities, personalize engagement and monitor the progress of complex sales cycles. Ultimately, the programme helps organizations develop sales professionals capable of moving through the complete process of: Customer Understanding → Diagnosis → Solution Design → Value Creation → Value Communication → Negotiation → Conversion → Long-Term Relationship

Course Objectives

- Explain the principles and strategic value of consultative selling.
- Differentiate transactional, consultative and solution-based selling approaches.
- Conduct effective customer and account research before sales engagement.
- Identify customer needs, pain points and underlying business problems.
- Use advanced questioning and active-listening techniques.
- Develop customer-specific solutions and value propositions.
- Quantify and communicate the business value of proposed solutions.
- Manage multiple stakeholders involved in complex buying decisions.
- Handle objections and commercial resistance professionally.
- Apply advanced negotiation and closing techniques.
- Use CRM and sales intelligence to manage complex opportunities.
- Develop long-term customer relationships based on continuous value creation.

Course Modules

> Module 1: Foundations of Consultative & Solution-Based Selling

- Evolution from transactional to consultative selling
- Principles of customer-centered sales
- Consultative versus product and price selling
- The role of the salesperson as a business adviser

> Module 2: Customer Intelligence & Strategic Sales Preparation

- Customer and account research
- Understanding customer business models and strategies
- Industry, competitor and market intelligence
- Developing strategic pre-call and engagement plans

> Module 3: Needs Discovery & Diagnostic Selling

- Identifying explicit and implicit customer needs
- Diagnostic questioning techniques
- Active listening and conversation analysis
- Identifying root causes of customer problems

> Module 4: Customer Problem Analysis & Solution Design

- Problem definition and prioritization

- Root-cause and business-impact analysis
- Designing customer-specific solutions
- Matching solutions to customer requirements

> Module 5: Value Proposition & Value-Based Selling
- Developing compelling customer value propositions
- Communicating benefits and business outcomes
- Quantifying customer value and ROI
- Differentiating solutions from competing alternatives

> Module 6: Stakeholder Mapping & Complex Buying Processes
- Identifying decision-makers and influencers
- Mapping customer buying centers
- Managing multiple stakeholder interests
- Building consensus within complex buying processes

> Module 7: Solution Presentation, Proposal & Business Case Development
- Structuring persuasive solution presentations
- Developing customer-specific proposals
- Building commercial business cases
- Communicating value to technical and executive audiences

> Module 8: Objection Handling, Influence & Negotiation
- Understanding the causes of customer objections
- Advanced objection-handling techniques
- Influence and persuasion in consultative selling
- Strategic commercial negotiation

> Module 9: Advanced Closing & Opportunity Conversion
- Recognizing customer buying signals
- Commitment and decision-making techniques
- Managing procurement and final-stage negotiations
- Closing complex and high-value opportunities

> Module 10: CRM, Relationship Development & Strategic Account Growth
- Using CRM to manage consultative sales opportunities
- Customer relationship development and retention
- Cross-selling, up-selling and solution expansion

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- Building long-term customer value and account growth