

Technology has
made the order
taker virtually
obsolete

Consultative Selling for Inside Sales

Purpose

To improve the ability of inside sales personnel to conduct productive sales conversations, develop new business and build on existing relationships.

Objectives

Participants completing *Consulting Skills for Inside Sales* will be able to

- Turn a service call into a sales call
- Make new contacts by phone and email
- Gain immediate customer attention and interest
- Be a consultant and trusted advisor to your customers – not just an order taker
- Track and measure new business development activities for personal motivation and increased production
- Use questioning strategies to gain clear understanding and stimulate customer motivation
- Present solutions and product offerings in a compelling fashion
- Close confidently
- Expertly handle customer concerns and objections due to disinterest, doubt, misunderstandings and dislikes

The Training

Classroom format – 8 hours

Fast paced and interactive

Learning by doing

Focused on real life challenges

Immediately applicable skills and concepts



CUSTOMER FOCUSED SELLING SERIES

Change from
order taker to
Trusted Advisor