

## CONSULTATIVE SELLING SKILLS SALES TRAINING AGENDA

CONSULTATIVE SELLING SKILLS	
Day 1 Agenda	
Edinburgh, London	
0900 - 0915	<b>Registration</b> Coffee
0915 - 0930	<b>Welcome &amp; Introduction</b> Understanding Consultative Selling
0930 - 1015	<b>Sales Process</b> Creating a repeatable and scaleable Consultative sales process
1015 - 1115	<b>Trust</b> Defining, building and sustain Trust in Consultative Selling
1115 - 1135	<b>Break</b> Tea, Coffee and refreshments
1135 - 1300	<b>Opportunity (Part 1)</b> Uncovering win/win opportunities. GAP Consultative Sales Toolkit
1300 - 1345	<b>Lunch</b> Buffet lunch with an opportunity to answer email, make calls and network.
1345 - 1500	<b>Opportunity (Part 2)</b> Advanced questioning strategies
1500 - 1520	<b>Break</b> Tea, Coffee and refreshments
1520 - 1700	<b>Commitment</b> Understanding prospects buying motivation

CONSULTATIVE SELLING SKILLS	
Day 2 Agenda	
Edinburgh, London	
0900 - 0945	<b>Review of Day 1 Learning</b> Embedding lessons learned
0945 - 1100	<b>Resources</b> Aligning Value, Budgets and Resources
1100 - 1120	<b>Break</b> Tea, Coffee and refreshments
1120 - 1300	<b>Buying Process</b> Uncovering the buyers Decision Making Unit
1300 - 1345	<b>Lunch</b> Buffet lunch with an opportunity to answer email, make calls and network
1345 - 1500	<b>Solutions</b> Presenting solutions to people who want to buy
1500 - 1520	<b>Break</b> Tea, Coffee and refreshments
1520 - 1700	<b>Action Plans</b> Turn learning into results by creating individual action plans

Please note we reserve the right to amend the Consultative Selling Skills agenda and timings without prior notice.