



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

• **Customer Acquisition—**  
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

• **Customer Experience—**  
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

#### RELATED COMPETENCY CATEGORIES:

• **Interpersonal Skills—**  
Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

• **Vision—**  
Future-oriented. Develops a future exciting picture of what could and what should be, regardless of what is, for them and their organization.

# Foundation for Consultative Selling

## SUMMARY

The sales process starts by building a rapport, then continues by establishing credibility, uncovering customer needs, and solving problems from a buyer's point of view. At each step of the process, you must communicate your ability to bring value to buyers. Sales people also need to create value for themselves, as business professionals. This includes managing time effectively, focusing on priorities, and creating a compelling personal vision.

## CONTEXT

Selling without a process is like fishing with a rod and reel instead of a net. You'll catch some, but it takes more work and time. A proven process delivers consistent results. Your sales philosophy focuses on increasing business by building relationships and helping buyers become more successful. A consultative selling approach creates win-win outcomes for salespeople, buyers, and their respective organizations.

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### At the completion of this module, participants will be able to:

- Understand and apply a proven selling process
- Develop a motivating personal vision as a salesperson
- Apply a philosophy to understand the buyer's point of view
- Manage time for profitable action

*"The definition of insanity is doing the same thing over and over again and expecting different results."*

—Albert Einstein