



SALES PROFESSIONAL SKILLS AND CONSULTATIVE SELLING TRAINING COURSE

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COURSE INTRODUCTION / OVERVIEW:

In today's competitive marketplace, the sales professional is no longer a simple order taker but a trusted advisor who understands customer needs, creates value, and builds long-term business relationships. This Sales Professional Skills and Consultative Selling Training Course is designed to equip participants with a complete, practical framework for professional selling, covering the entire sales process from prospecting and lead qualification to negotiation, closing, and account growth. Participants will explore modern sales techniques, customer psychology, consultative selling, solution selling, and value-based selling, while learning how to manage a healthy sales pipeline and achieve consistent sales targets. Drawing on proven research such as Neil Rackham's influential book SPIN Selling, as well as the insights of Matthew Dixon and Brent Adamson in The Challenger Sale, the course connects academic evidence with real-world sales performance. Participants will learn how to ask powerful questions, handle objections with confidence, deliver persuasive sales presentations, and use CRM data to forecast and prioritize opportunities. BIG BEN Training Center delivers this program through an interactive, results-oriented approach that helps sales representatives, account managers, and business development professionals strengthen their selling skills, increase conversion rates, and build customer loyalty. By the end of the program, participants will have a clear sales strategy, a personal action plan, and the professional confidence needed to turn every customer interaction into a meaningful business opportunity that supports sustainable revenue growth.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Sales representatives and sales executives.
- Account managers and key account managers.
- Business development officers and managers.
- Sales supervisors and team leaders.
- Sales managers seeking to refresh core selling skills.
- Customer relationship and customer success officers.
- Pre-sales consultants and technical sales specialists.
- Entrepreneurs and small business owners responsible for sales.
- Newly appointed sales staff building a professional foundation.



TARGET SECTORS AND INDUSTRIES:

- Banking, financial services, and insurance.
- Real estate and property development.
- Telecommunications and information technology.
- Healthcare, pharmaceuticals, and medical devices.
- Retail, wholesale, and fast-moving consumer goods.
- Automotive sales and after-sales services.
- Hospitality, tourism, and aviation.
- Manufacturing, industrial equipment, and construction supplies.
- Education and professional training providers.
- Government agencies, public institutions, and semi-government entities offering services to the public.

TARGET ORGANIZATIONS DEPARTMENTS:

- Sales department.
- Business development department.
- Marketing department.
- Customer service and customer experience department.
- Key accounts and corporate relations department.
- Pre-sales and solutions department.
- Commercial and trade department.
- Strategic partnerships department.

COURSE OFFERINGS:

By the end of this course, the participants will be able to:

- Explain the role, mindset, and core competencies of the modern sales professional.
- Apply a structured sales process from prospecting to closing and follow-up.
- Identify and qualify leads using proven qualification frameworks.
- Use consultative questioning techniques to uncover customer needs and buying motives.
- Build a compelling value proposition tailored to each customer.



- Deliver persuasive and confident sales presentations and product demonstrations.
- Handle customer objections professionally and turn them into opportunities.
- Negotiate win-win agreements while protecting price and profit margins.
- Apply effective closing techniques and secure customer commitment.
- Manage a sales pipeline, forecast results, and prioritize opportunities using CRM data.
- Develop long-term customer relationships that increase retention, upselling, and cross-selling.
- Prepare a personal sales action plan to achieve and exceed sales targets.

COURSE METHODOLOGY:

This training course follows an interactive, practice-based methodology that ensures participants move beyond theory and develop real selling skills they can apply immediately in their daily work. Each session begins with a short, focused explanation of key sales concepts, models, and research findings, followed by guided discussion that connects these ideas to the participants' own markets, products, and customers. Case studies drawn from different industries are used to analyze successful and unsuccessful sales situations, helping participants understand customer behavior, buying decisions, and the factors that influence sales performance. Role-playing exercises form a central part of the program, allowing participants to practice prospecting calls, needs analysis meetings, sales presentations, objection handling, negotiation, and closing in a safe and supportive environment. Teamwork activities and group challenges encourage participants to share experience, compare approaches, and build practical sales strategies together. Interactive sessions include self-assessment tools, sales scenario simulations, and short skill drills that strengthen confidence and communication. Throughout the course, the trainer provides constructive, individual feedback on each participant's performance, highlighting strengths and specific areas for improvement, while peer feedback adds further perspective. BIG BEN Training Center ensures that every participant leaves with a personal action plan, practical tools, and ready-to-use templates that support continuous improvement, measurable results, and sustainable sales growth after the course ends.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: THE MODERN SALES PROFESSIONAL AND THE SALES PROCESS

- The evolving role of the sales professional in today's market.
- Key competencies, attitudes, and habits of high-performing salespeople.
- Understanding the complete sales cycle from prospecting to after-sales.
- Transactional selling versus consultative and solution selling.
- Customer buying stages and how they shape the sales approach.
- Setting personal sales goals and performance indicators.
- Building a professional image and personal credibility.
- Time and territory management for sales professionals.

UNIT TWO: PROSPECTING, LEAD QUALIFICATION, AND UNDERSTANDING CUSTOMERS

- Identifying the ideal customer profile and target markets.
- Prospecting methods through referrals, networking, and social selling.
- Writing effective prospecting emails and phone call openings.
- Lead qualification using the BANT and MEDDIC frameworks.
- Understanding buyer personas and decision-making units.
- Customer psychology and the emotional drivers of buying decisions.
- Researching customers before the first meeting.
- Building rapport and trust from the first contact.



UNIT THREE: CONSULTATIVE SELLING, NEEDS ANALYSIS, AND SALES PRESENTATIONS

- Principles of consultative and value-based selling.
- The SPIN Selling questioning model in practice.
- Active listening and reading verbal and non-verbal signals.
- Translating product features into customer benefits and value.
- Building a tailored and compelling value proposition.
- Structuring a persuasive sales presentation and product demonstration.
- Storytelling techniques that make sales messages memorable.
- Using insights to challenge customer thinking and add value.

UNIT FOUR: HANDLING OBJECTIONS, NEGOTIATION, AND CLOSING THE SALE

- Understanding the real reasons behind customer objections.
- A structured process for handling objections with confidence.
- Responding to price objections and protecting profit margins.
- Preparing for sales negotiation and defining the walk-away point.
- Win-win negotiation strategies and concession planning.
- Recognizing buying signals and the right moment to close.
- Proven closing techniques for different customer types.
- Securing commitment and agreeing on clear next steps.

UNIT FIVE: PIPELINE MANAGEMENT, CUSTOMER RELATIONSHIPS, AND SALES GROWTH

- Managing the sales pipeline and tracking opportunities.
- Sales forecasting and prioritizing high-value deals.
- Using CRM systems and sales data to improve performance.
- Account management and building long-term customer relationships.
- Upselling, cross-selling, and growing existing accounts.
- Turning satisfied customers into referrals and loyal advocates.
- Managing rejection, motivation, and resilience in sales.
- Building a personal sales action plan for continuous improvement.



FAQ:

QUALIFICATIONS REQUIRED FOR REGISTERING TO THIS COURSE?

There are no requirements.

HOW LONG IS EACH DAILY SESSION, AND WHAT IS THE TOTAL NUMBER OF TRAINING HOURS FOR THE COURSE?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

SOMETHING TO THINK ABOUT:

If today's customers can find most product information on their own before ever speaking to a salesperson, what unique value must the sales professional create in the conversation to justify the customer's time and earn their trust?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course stands out because it treats professional selling as a disciplined, customer-centered process rather than a set of persuasion tricks. Instead of focusing on scripts or tools alone, it helps participants understand how customers think, why they buy, and what makes them trust one sales professional over another. The program connects respected research, such as consultative questioning and insight-based selling, with practical examples from real sales situations across many industries, so participants see clearly how each concept works in practice. Every stage of the sales process is covered in a logical sequence, from prospecting and qualifying leads to presenting value, handling objections, negotiating, closing, and growing accounts, giving participants a complete picture of sales excellence from beginning to end. A strong emphasis on role-play and personal feedback ensures that learning becomes real skill, while pipeline management and forecasting give participants the ability to plan and control their results rather than depend on chance. The course also addresses the human side of selling, including resilience, motivation, and building long-term relationships that turn customers into loyal partners. With the expert guidance of BIG BEN Training Center, participants gain lasting sales competencies, a clear personal action plan, and the confidence to achieve consistent sales performance and sustainable revenue growth in any market.