Development for professionals

Developing the client's needs

3 day engagement

Can you consult with your client and understand their needs?

What is the programme?
- designed for Consultants, Sales People, Customer Service Staff, Telephone Support Teams, New Managers
- suitable for anyone who wants to build – or refresh - their consulting, selling or influencing skills, or who wants to improve their "face-to-face" communications
- draws on behavioural research in meetings and client –facing situations
- designed to follow the Professional Selling Skills programme, and can be tailored as a stand-alone experience for the appropriate audience
- comprises: classroom tuition, practical workshops, individual coaching and peer and instructor feedback.

What are the objectives?
On completion, participants will:
- know the key methods for discovering, defining and developing client's needs
- have practised using these methods in workshops and role play meetings
- be able to apply this knowledge to their own business environment

What topics are covered?
All elements of the consultative client meeting:
- preparing to succeed
- developing rapport, establishing credibility
- customer buying motives, wants and needs
- structured questioning to discover, define and develop client's needs
- active listening
- handling objections
- making a proposal
- gaining commitment

""I was fascinated to discover that influencing people during the consultation process really is a science. When I put these lessons into action it really worked for me". (Client manager, IBM United Kingdom)

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