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CONSULTATIVE SELLING: THE ART OF STRATEGIC CONVERSATIONS

Start Date:	10/08/2026	**End Date:**	14/08/2026
Categories:	Sales & Customer Service	**Venues:**	London
Formats:	In Person	**Instructors:**	

OVERVIEW

This course empowers sales professionals to move beyond traditional pitching and engage clients through meaningful, strategic conversations. Participants will learn how to uncover deeper needs, position themselves as trusted advisors, and drive win-win outcomes through active listening and problem-solving.

OBJECTIVES

By the end of this course, participants will be able to: – Apply consultative sales techniques to build trust and uncover client needs. – Lead strategic conversations that shift focus from product to value. – Use questioning frameworks to guide clients toward self-discovery of solutions. – Position themselves as advisors who solve problems, not just sell products. – Navigate complex discussions and align solutions with business outcomes.

COURSE OUTLINE

1- Consultative Selling Mindset and Core Principles 2- Mastering the Art of Strategic Questioning 3- Framing Solutions Around Business Needs 4- Leading Client-Centric Dialogues and Discovery Meetings 5- Turning Conversations into Commitments and Value

TARGET AUDIENCE

All Supervisory Levels, Sales professionals, account executives, and solution consultants who want to deepen client engagement and improve close rates through advisory-based selling.

METHODOLOGY

Live practice sessions, case studies, guided conversation drills, role-plays, and customer insight simulations.

CONCLUSION

Participants will walk away with the mindset and communication skills to lead higher-value conversations that convert prospects into long-term clients.

DAILY AGENDA

Day 1: Foundations of Consultative Selling

Shift your mindset from pitching to advising and explore the consultative sales philosophy.

Day 2: Strategic Questioning

Learn how to ask the right questions to uncover deeper pain points and strategic goals.

Day 3: Aligning Solutions with Needs

Frame your offering around business outcomes and position value over features.

Day 4: Client Conversations that Convert

Practice leading discovery meetings and guiding prospects through insight-driven discussions.

Day 5: Commitment & Follow-Through

Turn conversations into action with closing techniques rooted in collaboration and trust.

For more information, please contact us:
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