



# Consultative Selling Course Brochure

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1 Day Practical Workshop



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# Consultative Selling Course Outline

## COURSE OVERVIEW

Understanding your clients' needs, their motivations and your ability to add value to their organisation are paramount in developing a successful consultative approach.

This highly practical 1-Day course will focus on creating relationships rather than the traditional "hard" sales process and utilises a partnership approach that benefits the client and provides long-term rewards for both parties.

## TOPICS COVERED

This course will provide a tailored interactive Consultative Selling session for your team.

Below you will find the course outline detailing all the topics covered on the training programme.

- Define Consultative Selling, why it's crucial to creating value & winning business
- Using the framework to engage buyers in a customer-focused dialogue to develop relationships
- Using the Six Critical selling skills training in action
- How to analyse the skills of your sales team using the Six Critical skills
- When customer objections arise
- Apply a model to defuse defensiveness to resolve resistance

Our training courses have been designed to help your staff to enhance and build on their existing skills, boosting individual and team performance and productivity.

# Our Training Methodology

Our approach to training is hands on and participatory. We know from experience that when content is engaging, people remember. We use a combination of classroom study, practical and scenario based exercises, small group discussions and role-play (when appropriate) to keep learners engaged.



### Role-play

Opportunity to practise a specific work related situation to support a particular learning or skill.



### Case Studies

Analyze an organization and how it benefited by implementing specific solutions.



### Trainer Expertise

Our trainers combine professional training know-how with extensive experience in their own specialised field to meet your learning needs.



“The experience we’ve had with DCM throughout the whole process has been second to none. You’ve all been extremely helpful, very accommodating and pleasure to work with. We look forward to dealing with you in the future!”

Karen Fennessy  
HR Administrator  
Teckro

**teckro**

**96%** of learners would recommend our training courses to others.

**521** companies & government agencies we worked with in 2018.

**93%** of clients say they're very or extremely satisfied with our trainers



## Identify | Tailor & Design

We assess your development needs and create processes to align them strategically with your business goals



## Training Delivery

Training is delivered in your chosen location and we train staff in a way that suits your business needs.



## Post Training Evaluation & Measurable ROI

Measure the impact of the training, ensure the learning is being applied and expected results are achieved.



# Why Choose DCM

At DCM we have a strong culture of working in long-term relationships with our clients. Although it's a bit of a cliché, we strongly believe that our client relationships are partnerships and that's the best way for our clients to get the best results.

## Specific reasons to choose DCM:



**Support:** 45 full-time training consultants plus support staff (56 in total). We are large enough to be well resourced but small enough to care.



**Experienced:** We have many years' experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.



**Excellent Trainers:** Our trainers combine professional training know-how with relevant experience in their chosen training field



**Quality Assured Training:** Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.



## You're in Good Company

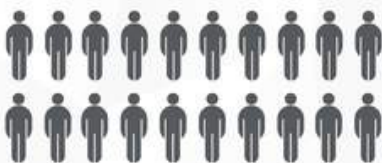
We have worked with the biggest brands in Ireland including Symantec, Dell, EA, Ericsson and Coca Cola, so you can have confidence in our ability to deliver the results you want to achieve.





## Our Team of Experts

One moment of inspiration can transform your working life and change your approach for good. That is why we recruit only the most talented learning consultants, and continually monitor your feedback to make sure you're getting the quality of learning experience you deserve.



We have 45 trainers experts with years of industry and training experience dedicated to teach Business Skills, Leadership & Management.



That we delivered in-house training in 2018.



# Inhouse Training, One Size Doesn't Fit All.

**Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.**

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
<b>Cost</b>	€1,095 per day	€995 per day	€895 per day
<b>Materials</b>	Included	Included	Included
<b>Travel Expenses</b>	Included	Included	Included
<b>Areas Covered</b>	All Counties	All Counties	All Counties
<b>Customisation</b>	Course Customised	Course Customised	Course Customised
<b>Survey</b>	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
<b>Account Management</b>		Dedicated Account Manager	Dedicated Account Manager
<b>Free Public Course</b>		1 Free Place	3 Free Places
<b>Public Course Discount</b>		15%	25%



## Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.







**Set your career on the  
right course**

### **DUBLIN**

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