



Consultative Sales

Overview

Consultative Sales

Toleap Consulting AB has developed a modern concept of consultative selling approach in which participants are actively working with their own ongoing customer projects. Training includes market analysis, prospecting, upgrading the customer offering and consultative selling methods. The program consists of three modules. Each module starts with a pre-assignment, designed to enhance the learning.



I. My mission, team and tools

The pre-assignment focuses on the participant's daily work with the sales process is focus. Lectures are mixed with activities where participants discuss and work in groups. Management and sales managers with special skills are invited as speakers.

II. The customer and end-user

The core module of the training. Pre-assignment task is to plan and describe a selected customer case. During workshops, participant's skills are trained in a very realistic but controlled context. This gives an effective simulation of the pre-assignment case, thereby finding the strengths and the areas for improvement. Different techniques and methods are described by invited speakers.

III. Increased competitiveness

The pre-assignments are real customer activities and the evaluation of them. Results are compared with the targets. Participants reflect on their activities and how to implement consultative selling approach in their daily work. Workshops analyze and evaluate the outcome of the activities and what can be learned from both the successes and the not so successful cases.

Follow-up

Strategies for better customer cooperation are important parts of the follow-up. The specific individual improvements of working methods and techniques ultimately lead to improved results. Follow-up is always on both individual and comprehensive level.

Scope

The scope of the training is according to our recommendation a total of 6 days, divided into three modules. Assignments are given for pre each occasion.



Welcome!

We are happy to invite you to *Consultative Sales*. You find date and location for the coming educations on our website and in your confirmation e-mail.

Program (reservation for changes)

Module I

Day 1

11.30	Welcome
12.00-13.00	Lunch
13.00	Seminars and workshop
17.30	End of session
19.30 – 21.00	Dinner

Day 2

08.30	Reflections from yesterday
09.00	Seminars
12.00-13.00	Lunch
13.00	Seminars and workshop/ Case studies/ Good and bad examples
17.30	End of session
19.30 – 21.00	Dinner

Day 3

08.30	Reflections from yesterday
09.00	Seminars
12.00-13.00	Lunch
13.00	Seminars
15.00	End of training



Module II

Day 1

11.30	Welcome
12.00-13.00	Lunch
13.00	Seminars and workshop
17.30	End of session
19.30 – 21.00	Dinner

Day 2

08.30	Reflections from yesterday
09.00	Seminars
12.00-13.00	Lunch
13.00	Workshop, Case simulation
17.30	End of session
19.30 – 21.00	Dinner

Day 3

08.30	Reflections from yesterday
09.00	Workshop, Case simulation
12.00-13.00	Lunch
13.00	Evaluation/ Summary
15.00	End of training



Module III

Day 1

11.30	Welcome
12.00-13.00	Lunch
13.00	Seminars and workshop
17.30	End of session
19.30 – 21.00	Dinner

Day 2

08.30	Reflections from yesterday
09.00	Seminars and workshop
12.00-13.00	Lunch
13.00	Seminars and workshop
17.30	End of session
19.30 – 21.00	Dinner

Day 3

08.30	Reflections from yesterday
09.00	Seminars and workshop
12.00-13.00	Lunch
13.00	Evaluation/ Summary
15.00	End of training



How to register

You register to this education simply by sending the name of the education and your contact information in an e-mail to register@toleap.se.

We will then send you a receipt and ask for the additional information we need (if you want to you can copy and paste this table into your e-mail):

Course: Consultative Sales

Date:

First name:

Surname:

Company:

Telephone no:

Mobile no:

Address:

Passport no (for citizens outside European Union):

Need of hotel, dates:

Food restrictions (no gluten, vegetarian or other):

Other requests:

FOR CITIZENS OUTSIDE THE EUROPEAN UNION:

Passport no:

I need an invitation letter (yes/no):

Course fee (Proposal)/ Please, contact us for a price specifically for your company.

The total course fee (excl. VAT, exkl. moms) is in total 40.000 SEK (4.200 EUR / 4,600 USD) per participant for all three occasions.

This includes the seminar itself, the refreshments served during the training, lunch every day and the dinners the first and second day, on each module. All other expenses for travelling, hotel or any other additional costs you might have are not included, you must pay all additional costs yourself. The course fee need to be paid in advance, late cancellations (31 days before the start of the education) are not allowed.