SOLUTION BASED SELLING

SECURE YOUR SALES – DELIVER THE OPTIMAL SOLUTION TO YOUR CUSTOMERS

TACK

Maximise your selling efforts.

Businesses don't buy products or services or even people – they buy results. So today's salespeople can only succeed by selling solutions which address their customers' priorities.

Solution selling requires a special mix of skills. Drawing on the results of TACK's regular research into 'buyers' views of salespeople, this course examines the contribution to business goals, how to justify cost and sell Return on Investment, how to avoid some common pitfalls, build strong personal relationships with different customer personalities and sell conversationally and consultatively.

71% of buyers surveyed in our latest survey said they will be looking for new suppliers in the next 12 months – make sure you're on their radar!

3 Day Interactive Course

Comprehensive Materials and Resources

Can be tailored for your business

SIMULATING REAL EXPERIENCE

A facilitated programme with discussions, modelling real experiences and work based situations using a solution based selling model.

For more information, visit tackinternational.com or call us on +44 (0)1923 897 900

THIS COURSE WILL ENABLE YOU TO:

- Identify your customers' true needs and priorities through consultative selling
- Design and present a solution in a very clear way and win against tough competition
- Successfully manage relationships with others and respond to their concerns and objections
- Negotiate favourable terms and conditions with procurement
- Achieve 'trusted advisor' status in the eyes of your customers
- Investigate and identify your customer's needs in order to construct a powerful value proposition for them
- Present a total offer in a powerful and influential way by personalising the value proposition to motivate different decision makers
- Relate the offer to the customers ROI and bottom line
- Plan, prepare for and run tough negotiations and handle objections in an advanced way

WE BELIEVE IN THE INDIVIDUAL

a **GI GROUP** brand