

Graphic: Consultative Selling

Consultative Sales Process Overview & Graphic

Overview

This Consultative Sales Process is designed to lower buying resistance while identifying needs so we can tailor a solution that fits what the customer wants most. Here are some keys to Consultative Selling:

- Good questions, listening and relevant follow-up questions that are interesting, relevant and don't bore the customer are essential to making consultative selling work.
- It takes a lot of practice and mastering each step to become good at this process.
- Biggest blind spot of consultative selling is when the customer has buying criteria that doesn't line up well with our strengths and competitive advantages.

