



## THE CLIENT

A premium to mid-segment housing developer

## TARGET AUDIENCE

Sales Team

## DURATION

8 Weeks

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# *How do we build our Sales Team's Consultative Selling and Customer Engagement skills?*

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## THE NEED

- Values Based, ethical sales model
- Move from discount- based selling to true consultative selling
- Create ability and mindset to engage with premium clients
- Develop relationship building focus and capability
- Learn how to overcome objections

**THE MEASURE** – Increased sales, repeat buying, referrals, new customer segments

## WHAT WE DID

### *Always – Client First*

- Engaged deeply with the Business Heads to understand their vision
- Interviewed sales officers to understand problems, success factors, objections, typical customer situations, training issues
- Understood product propositions and customer expectations

## THE INTERVENTION

- A custom-designed 6 program curriculum
  - Relationship Building
  - Consultative Selling Skills
  - Personal Effectiveness
  - Successful Sales through Service
  - Selling in a Competitive Market
  - Role Play based refresher
- Custom designed examples, role plays and practice sessions

### *The Game Changers*

- Involvement of participants in designing the curriculum
- Focus on building the right attitude, followed by relevant skills
- Realistic assessments and examples
- Extensive practice sessions in each program

### *The Results*

- Participants are energized and focused
- Skills and attitude transmitted
- Sales numbers to be studied over next 3 months