



THE CLIENT

A premium to mid-segment housing developer

TARGET AUDIENCE

Sales Team

DURATION

8 Weeks

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

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