



Learning Impact NG

Winning

# HEARTS<sup>and</sup> POCKETS

Consultative Selling Techniques for Every Business



# Consultative Selling

Effective sales professionals and managers understand the difference that consultative selling makes - it is a major paradigm shift from what most sales professionals do. It is about focusing on the customers' needs rather than on your own products and selling based on those needs. When commercial organizations and their sales professionals start to use consultative selling techniques, everything changes, the cash machine keeps ringing and most importantly, you have a pipeline full of opportunities all-year round.

## Consultative Selling Basics

In this opening module, we will begin by creating the paradigm shift of transitioning from product-evangelism to consultative selling and the basics of consultative selling - sales cycles; sales knowledge, conditions of satisfaction.

## Sales Communication

Effective communication is essential to selling, and in this module, we will practice writing consultative sales proposals; designing and delivering consultative sales presentations; and the skills for listening and relating with customers and colleagues to achieve your sales.

## The Science of Selling

In module three we will focus on some of "scientific" tools for selling, and managing sales like Territory Planning, Lead Generation, Account Planning, Sales Forecasting and Competency & Frequency Measures

## The Art of Selling

Participants will focus on the art of selling by building their skills in the areas of personal and professional networking, negotiation skills as well as their personal branding and grooming that will make a big difference to your selling success.

## Managing Sales & Sales Teams

In the final module, we will practice the skills for managing sales teams and sales results particularly techniques for sales coaching and mentoring and tools for improving sales performance.

Delivery will involve the use of a number of experiential activities including self-assessments, case studies, reflective practice and role plays, amongst others. Program can be further customized to meet the organization's specific needs.



# About Learning Impact NG

## ***Our Company***

Learning Impact NG is a leading provider of organizational learning, strategy consulting and financial literacy solutions in Nigeria. The company was incorporated on the 25<sup>th</sup> of June 2010 and was founded by Omagbitse Barrow, a youthful and dynamic Investment Banker, turned Human Resources and Learning professional who had spent a decade working at Investment Banking & Trust Company (IBTC) and later Stanbic IBTC Pension Managers and Stanbic IBTC Bank.

We have worked with some of the largest institutions across a variety of industries in Nigeria's private, public and non-profit sectors. In addition to traditional classroom training, we are at the forefront of the use of learning technology in Nigeria with our innovative Animated Educational Videos that we have deployed for several institutions; our 100% home-made Learning Management System with robust indigenous courseware; and our unique EPaper Vendor service and other Knowledge Management Services that we offer.



## ***Our Methodology***

Based on our proprietary Learning Impact Model, our team of designers and facilitators at Learning Impact NG are focused on ensuring that the impact

of all our solutions is sustained beyond the "event" or "intervention". We pay attention to the following in all our intervention design and delivery:

- 1) Adult Learning Principles;
- 2) Human Performance Improvement;
- 3) The Learning Impact Model;
- 4) Programmatic Evaluation;
- 4) Experiential Design & Delivery;
- 5) Scalability and Impact.

We use case studies, role plays, reflective thinking, scenarios, in-baskets, individual and group activities, games and a host of other experiential learning and discovery-based tools to design and deliver our trainings.



## ***Our People***

We have a strong internal academy led by Omagbitse Barrow, a prize-winning Chartered Accountant and critically acclaimed workplace learning professional and supported by Regina Makyur, a first-class graduate of Economics and a Doctoral candidate in Economics, and Anthony Oni, an experienced learning designer. We also tap into the expertise of a wide and very experienced external faculty for our programs, and our Faculty model is driven by a commitment on on-going learning and research, micro-learning and a strong commitment to publications and innovation.



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