



BAYES
BUSINESS SCHOOL
CITY ST GEORGE'S
UNIVERSITY OF LONDON

Confident Consultative Selling Skills

Professionalise your ability to fulfil business development responsibilities and ultimately win new work.

Key information

In-person programme

Fee
£2,995 (no VAT is charged)

Duration and delivery mode
3 days on campus.

Dates

Programme dates available at:
[www.bayes.citystgeorges.ac.uk/
consultative-selling-programme](http://www.bayes.citystgeorges.ac.uk/consultative-selling-programme)



Find out more

Programme overview

To be an effective professional service provider you need skills, processes and approaches to successfully undertake business development work that grows the business. Join other professionals to enhance your ability to identify client needs and sell your services based on value.

This programme will enhance your desire, confidence and skills to generate sales opportunities through an existing and potential client network.

Who is the programme for?

This programme is designed for professional service providers who are required to sell as well as deliver client work.

It is for those early in their careers who wish to develop their skills and approaches, and those more experienced professionals who wish to improve or refresh their skills, insights and approaches.

Focus and structure

This programme is informal, stimulating and encourages immediate application of the learning. It provides fresh insights into effective approaches and covers proven models and techniques that enhance competence and build confidence.

The structure and design of this programme is based on the proprietary *CONSULT* process, a four-stage selling process. The process covers all aspects of selling professional services including client-focused selling mindset, effective elevator pitch, building a business network, networking skills and approaches, understanding the client, building trust, effective questioning and listening, selling questioning model, defining value, value propositions, influencing, and preparing for and undertaking successful proposal meetings.

As much opportunity as possible is provided for you to apply and develop your individual selling skills using a case study based on a realistic business scenario. You will explore the selling process which enables you to refine and develop your thought processes as well as apply and receive feedback on your selling skills.

Programme benefits

- View relationship building and sales activity as an integral part of your role
- Develop a client-focused selling mindset
- Deliver a memorable and client-focused elevator pitch
- Build and leverage a collaborative business network
- Identify the client's business problems and needs
- Define the value and benefits of your products and services
- Develop client-focused value propositions
- Deliver client-focused added value proposals
- Handle client questions, resistance and objections effectively.

An experience in the heart of global business

Learn with the people shaping markets and leading new trends. Our programmes are designed with active, collaborative working in mind, channelling London's position as one of the world's great business centres and a hub of creativity and innovation.

World class faculty lead by



Angela Tennent is a Visiting Lecturer at Bayes Business School and CEO of Elevation Learning, with over twenty

years' experience as a learning and development consultant. She has designed and delivered training in all areas of interpersonal skills, performance improvement and business development.

Angela's background is in finance, starting her career at Deloitte. After a secondment to Australia, she returned to London to run the firm's National Leadership and Development Programme for managers up to partnership.

In 1996 she co-founded a business training consultancy that provides clients with a wide range of financial and business development training programmes. Her programmes are a stimulating learning experience and delegates leave with the ability and inspiration to add value and make a difference in their business.

For more information visit:
bayes.citystgeorges.ac.uk/execed-open

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