

# Selling individual Solutions

## Consultative Selling

### Seminar objectives

The participants will

- Know and apply the strategic procedure for selling solutions to important accounts
- Know the procurement processes of the companies and take them into account when planning their approach
- Be able to identify the decision processes and decision-makers
- Be able to sell ADA measurement
- Be able to prepare the technical and commercial presentation
- Be able to convincingly communicate the technical presentation
- Be able to convincingly communicate the commercial presentation
- Be able to prevail during the order placement negotiation
- Know how they are perceived and develop measures to improve their impact

### Contents

- Preparation (procurement processes in companies, individuals and responsibilities, relationships and dependencies, channels of information)
- Decision processes and decision-makers
- Sales strategies and discussions
- Attending to the entire process (from initial inquiry to order placement)
- Selling ADA (benefits, handling objections, differentiation from the competitor)
- Presenting the technical concept
- Presenting the commercial concept
- Contract placement negotiation



### Methods

- Instructive discussion
- Group work
- Role-play – competitive situation
- Feedback

### Organisation

- Target Groups
  - Sales representatives
- Period
  - 2 days