

CONSULTATIVE SELLING TECHNIQUES

“Building Trust, Solving Problems, and Closing Deals Through Value-Based Conversations”

Schedule

Date	Venue	Fees
02 - 03 Jul 2026	Dubai, UAE	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today's competitive landscape, transactional selling is no longer enough. Buyers are better informed and expect more strategic engagement from sales professionals. Consultative selling shifts the focus from pushing products to solving customer problems through relationship-driven, insight-led conversations.

This 2-day intensive course helps participants master the consultative sales approach by developing skills in listening, probing, solution framing, and objection handling. It is ideal for professionals seeking to win client trust, uncover real needs, and position their offerings as business solutions—not just products.

Objectives

By the end of this course, participants will be able to:

- Differentiate between transactional and consultative selling models
- Build rapport and trust with decision-makers and influencers
- Ask powerful questions that uncover business pain points
- Present tailored solutions that align with customer goals
- Handle objections and close sales based on mutual value

Why Attend

- Learn how to move from selling products to solving problems
- Improve confidence in handling complex or hesitant buyers
- Gain techniques for listening actively and responding insightfully
- Enhance credibility by aligning offerings with customer strategy
- Increase win rates in high-value or competitive sales situations

Target Audience

This program is designed for:

- Sales executives and key account managers
- Business development and commercial professionals
- Client-facing consultants and solution architects
- Marketing professionals supporting sales teams
- Customer relationship and support specialists

Individual Benefits

Key competencies that will be developed include:

- Strategic questioning and need analysis
- Value-based presentation skills
- Consultative conversation structure and flow
- Objection handling and closing confidence
- Relationship and trust building in sales

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Higher customer satisfaction and loyalty
- Improved conversion and deal closure rates
- Stronger alignment between customer needs and offerings
- Reduced sales cycle times through deeper engagement
- Better collaboration between sales, marketing, and delivery

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Consultative sales frameworks and buyer psychology
- Case Studies - Real-world B2B consultative selling examples
- Workshops - Role plays on questioning, presenting, and closing
- Peer Exchange - Lessons from diverse sales environments
- Tools - Conversation templates, objection handling scripts, and sales maps

Course Outline

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Foundations of Consultative Selling

- Module 1: From Product Pitch to Consultative Dialogue (07:30 - 09:30) • Evolution of sales models • Value creation vs feature dumping
- Module 2: Building Rapport and Customer Trust (09:45 - 11:15) • Rapport-building techniques • Active listening and empathy in sales
- Module 3: Asking the Right Questions (11:30 - 01:00) • Types of sales questions (open, probing, reflective) • Mapping needs to solutions
- Module 4: Workshop - Simulated Discovery Call (02:00 - 03:30) • Practice structured questioning in role plays

Day 2: Solution Framing and Closing the Sale

- Module 5: Framing and Presenting Value (07:30 - 09:30) • Communicating benefits, not just features • Customizing value propositions
- Module 6: Handling Objections with Confidence (09:45 - 11:15) • Common objections and root causes • Response frameworks and reframing techniques
- Module 7: Closing Techniques and Buyer Commitment (11:30 - 01:00) • Closing models (assumptive, alternative, summary) • Securing next steps and agreement
- Module 8: Final Workshop - Complete Sales Conversation Simulation (02:00 - 03:30) • Practice full sales cycle using consultative techniques

Certification

Participants will receive a Certificate of Completion in Consultative Selling Techniques, validating their ability to conduct strategic sales conversations, uncover buyer needs, and position offerings as tailored, value-driven solutions.

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