

## CONSULTATIVE AND DIGITAL SELLING MASTERCLASS

*"Master the Art of Consultative Selling and Leverage Digital Tools to Drive Revenue and Build Lasting Customer Relationships."*

### Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

### Introduction

Modern sales require more than traditional selling techniques. Consultative selling focuses on understanding customer needs, providing tailored solutions, and building trust, while digital selling leverages online platforms, social media, and CRM tools to expand reach and efficiency.

The Consultative and Digital Selling Masterclass equips participants with practical skills to combine relationship-driven selling with digital strategies. Participants will learn how to identify prospects, engage customers, present solutions effectively, and close deals using both consultative approaches and digital tools.

### Objectives

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

- Understand the principles and benefits of consultative selling.
- Build and maintain strong customer relationships.
- Identify client needs and provide tailored solutions.
- Apply digital selling tools, social media, and CRM systems effectively.
- Use online channels to generate leads and engage prospects.
- Develop persuasive presentations and proposals aligned with client requirements.
- Handle objections and negotiate successfully in modern sales contexts.
- Measure and optimize sales performance using digital analytics.

## Why Attend

This course is ideal for sales professionals, business development executives, and entrepreneurs seeking to modernize their selling approach. Participants will gain actionable techniques to sell consultatively, leverage digital tools, and improve conversion rates, resulting in higher sales performance and stronger customer relationships.

## Target Audience

This course is suitable for:

- Sales Executives, Managers, and Team Leaders
- Business Development Professionals
- Account Managers and Relationship Managers
- Entrepreneurs and Start-up Founders
- Professionals seeking to enhance modern sales skills and digital selling proficiency

## Individual Benefits

- Gain expertise in consultative selling techniques and digital sales tools.
- Develop skills in needs analysis, solution presentation, and relationship building.
- Enhance negotiation, persuasion, and closing capabilities.
- Improve ability to leverage social media, CRM, and online channels for sales.
- Increase professional credibility and career growth opportunities.
- Build confidence in combining traditional and digital selling approaches effectively.

## Organizational Benefits

- Improve overall sales team performance and conversion rates.
- Strengthen customer relationships and long-term loyalty.
- Optimize use of digital platforms, CRM tools, and online sales channels.
- Reduce sales cycle time and improve revenue generation.
- Equip teams with modern, effective sales methodologies aligned with business goals.
- Enhance organizational competitiveness in the digital marketplace.

## Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on consultative and digital selling principles
- Case studies of successful B2B and B2C sales strategies
- Hands-on workshops for social selling, CRM utilization, and digital prospecting
- Role-playing exercises for needs analysis, objection handling, and negotiation
- Group exercises for building tailored solutions and sales presentations
- Continuous feedback, coaching, and Q&A sessions for applied learning

## Course Outline

- Module 1: Introduction to Consultative Selling Principles
- Module 2: Understanding Customer Needs and Building Relationships
- Module 3: Solution-Oriented Selling Techniques
- Module 4: Digital Selling Fundamentals and Online Sales Channels
- Module 5: Social Selling and Leveraging LinkedIn, Email, and Online Tools
- Module 6: Using CRM Systems for Prospecting, Engagement, and Follow-Up
- Module 7: Presentation, Proposal Development, and Storytelling for Sales
- Module 8: Objection Handling, Negotiation, and Closing Techniques
- Module 9: Sales Analytics, KPIs, and Performance Measurement
- Module 10: Capstone Exercise – Designing a Consultative and Digital Sales Plan

## Certification

Upon successful completion, participants will receive a Certificate in Consultative and Digital Selling Masterclass, validating their expertise in combining consultative sales techniques with digital tools to drive revenue and build lasting customer relationships.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

**+601116373203**

EMAIL:

**info@mawaevents.net**

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