

How to Develop Hunting Licences - the True Art of Consultative Selling



Course Overview

We examine how you can pro-actively set up activities with an account, by selling to many people to identify new opportunities. Participants examine how to sell and run workshops, audits, courses etc. to generate new opportunities. The course is broken down into four units:

- Unit 1 - The Different Styles of Selling
- Unit 2 - Selling to Many People
- Unit 3 - Implementing Hunting Licences
- Unit 4 - Common Patterns Developing Hunting Licences

Duration

60 – 75 minutes

Learning Outcomes

By the end of the course you will be able to:

- Define consultative selling and understand the difference between recognised and unrecognised needs.
- Understand the main different ways of implementing hunting licences.
- Detail the steps for setting up typical consultative selling sessions.
- Understand the common patterns that underlie the processes for setting up hunting licences.

More about the Course

The need for a product or service can be created in two ways.

One way might be to essentially shock the prospect by showing what other people are achieving. The other way, this way, is to work collaboratively with the prospect to resolve a business problem. In this course, we explore how to sell the idea and then set up these collaborative events to achieve maximum impact.

In short we can define a detailed sales process that starts by gaining a formalised and replicable Hunting Licence and ends with the prospect appointing a responsible implementation manager with a clear follow up project.