

Solution Selling Corporate Training Program

Equips employees with proven techniques to identify client challenges and align solutions effectively to boost conversion rates.

[Enquire Now](#)

[View Course Outline](#)



The Consultative Sales Evolution

Traditional Approach

Pushing predefined products or services without deep alignment to underlying business issues.



The Turning Point

Adopting a consultative mindset to diagnose customer needs and clarify expectations.



Course-Enabled Outcome

Offering tailored solutions that build trust, solve complex challenges, and deliver long-term value.

Enterprise Training Framework



**16 - 32 hrs
Course Duration**



**Instructor-led
Group Training**



**Virtual / On-site /
Off-site Delivery**

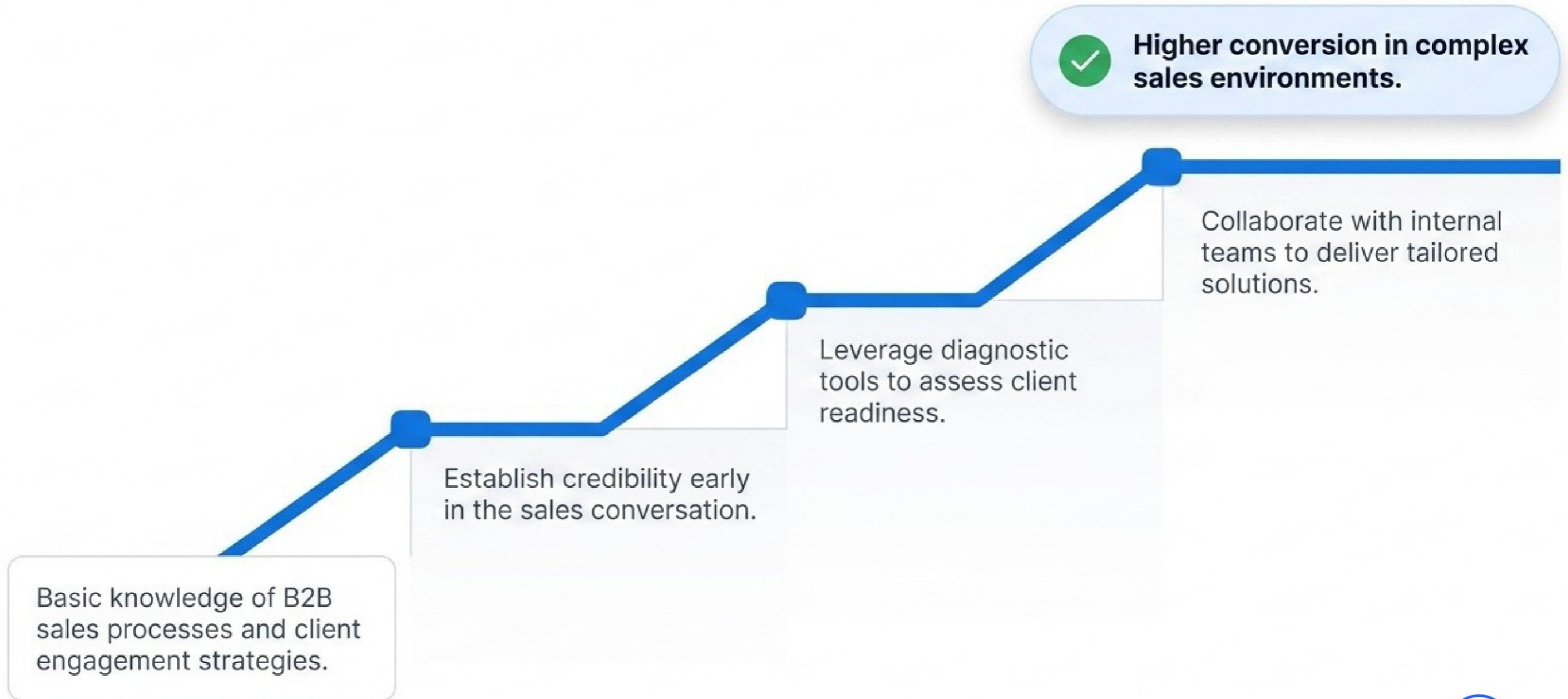


**10,000+ Trainers
globally**



**Course Completion
Certificate**

The Capability Activation Curve



Structured For Consultative Mastery

Phase 1: Discovery & Strategy

Modules 1-3

Understanding buyer psychology, researching clients, and mapping organizational buying centers.



Phase 2: Positioning & Impact

Modules 4-5

Customizing offerings to business objectives and translating technical benefits into business value.



Phase 3: Execution & Growth

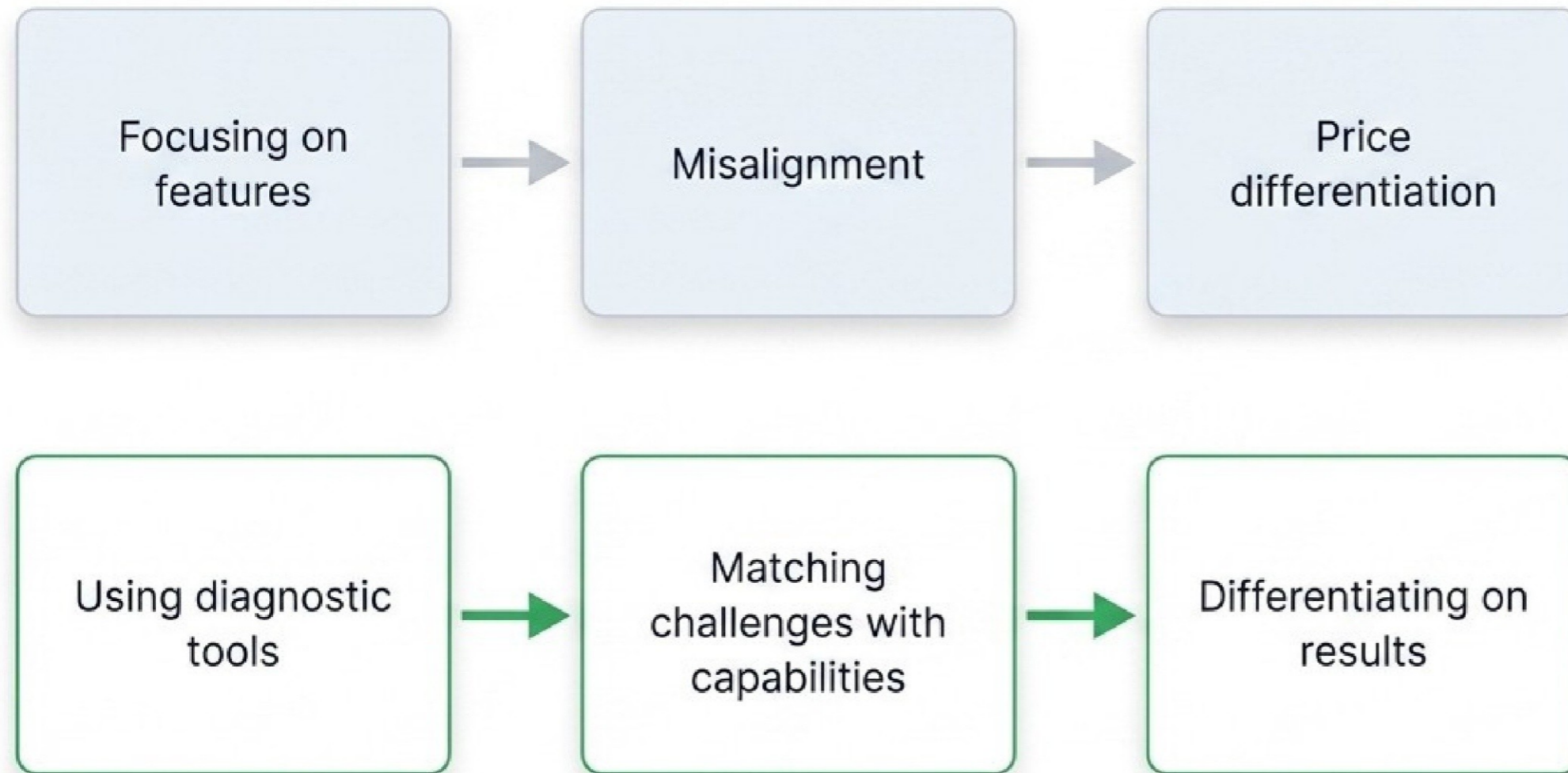
Modules 6-8

Managing pipeline progression, handling complex pushbacks, and ensuring long-term solution success.

Phase 1: Discovery And Strategy



Phase 2: Positioning And Impact



Key Methodologies

- Value-focused proposals
- Compelling executive summaries
- Storytelling techniques in B2B sales
- Handling complex data in simple terms

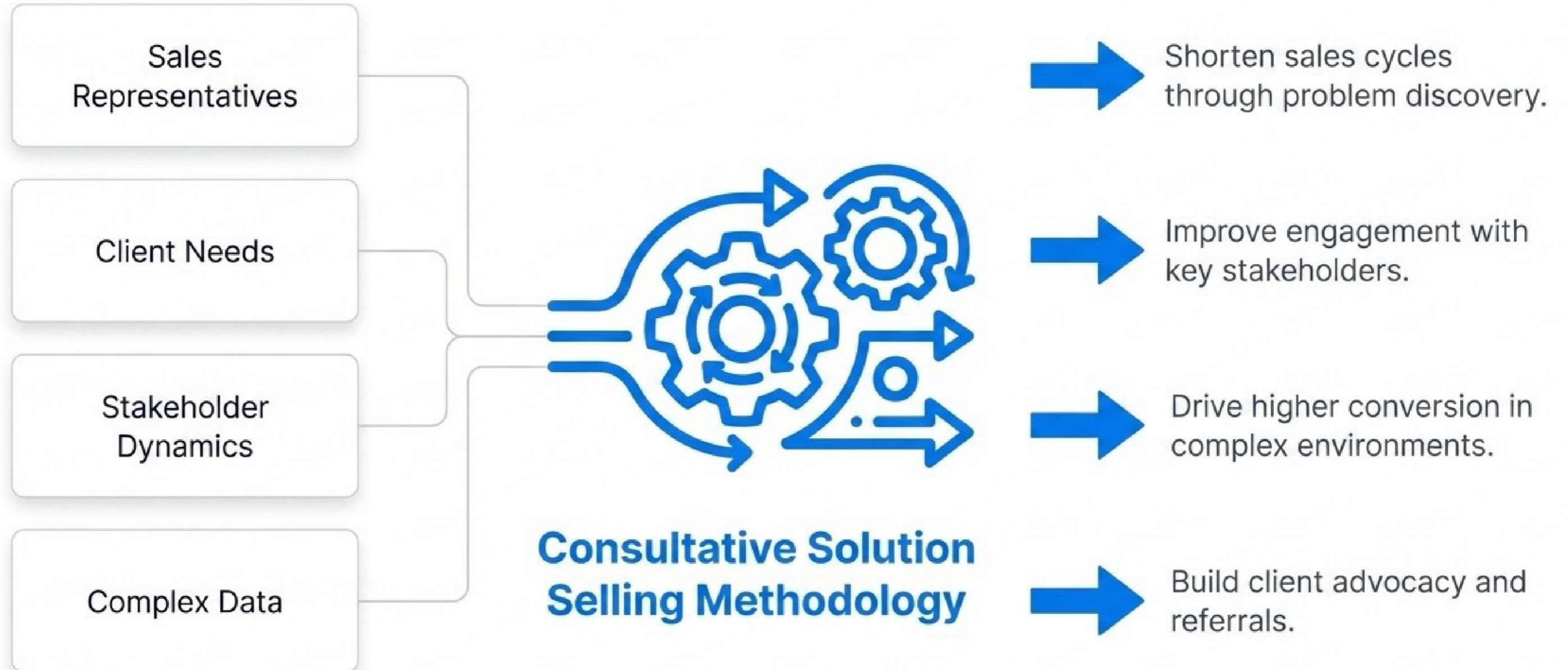
Phase 3: Execution And Growth



Sales Challenge Diagnostic Framework

Sales Stage	Client Challenge	Course Solution
Customer Needs Discovery	Misalignment of customer expectations	Techniques for uncovering explicit and implicit needs.
Stakeholder Engagement	Complex internal dynamics and varied concerns	Communicating tailored value messages to specific buying centers.
Post-Sale Relationship	Lack of measurable solution performance	Aligning onboarding and support directly with business outcomes.

The Value Transformation Engine



Target Audience Alignment



Flexible Deployment Architecture



Virtual Live Instructor-Led

- Global reach from various locations
- Consistent training quality
- Interactive tools enhance engagement



On-site

- Higher engagement through face-to-face
- Workplace tailored to requirements
- Demonstration for hands-on learning



Off-site

- Distraction-free focused environment
- Dedicated schedule away from office
- Boosts employee morale

Proof of Impact

“Attending the Solution Selling training was transformational for my professional development. As a Senior Software Engineer, the deep dive into practical applications gave me the confidence to tackle complex challenges of interactive labs were immediately applicable to to my work. I’ve successfully implemented these advanced techniques in production environments with measurable impact. This course has become foundational to my continued success.”

Name: **Maurice Hopkins**

Role: Senior Software Engineer

Company: Digital Innovation Platform

Worldwide Enterprise Delivery



**Delivering Across
100+ Countries**



**Training Available
in 10 Languages**

Scale your training from small teams to large enterprise groups seamlessly across borders.



Equip Your Teams For Complex Sales

Drive higher conversions and build long-term value with tailored, expert-led training.