

SALES

QUALITY

# Leveraging Technical Excellence

## Consultative Sales Training

Selling in ways that technical specialists  
and your customers feel comfortable with.

CUSTOMER  
RELATIONSHIP

RELIABILITY

SERVICE

LOYALTY



PEOPLE STRATEGY LEADERSHIP

*Taking your people to the next level*

Smart, technically brilliant people often have good reasons that prevent them from making contributions to how value is communicated to your prospects and converted to sales.

We understand how to gain buy-in to selling, how to build both confidence and competence at the same time.



# Examples of Content - Part One

- Removing barriers - making selling work for you.
- Understanding self-confidence and how to increase it when necessary.
- Questioning skills that discover customer needs, open minds and reveal value.
- Proposals that align capabilities with what customers want to achieve.
- Gaining commitments and closing sales in ways that build and maintain trust.
- Handling resistance and objections in safe intelligent ways.
- Understanding how to use words, tone and body language to gain influence.
- Pitching in ways that enable you to work with your prospects.



## Examples of Content - Part Two

- Improving communication skills is a certain way to successfully create sales.
- People are not great listeners. When this changes trust and confidence grows.
- Understanding buying signals enables the feel-good-factor to take over.
- Effective questioning skills, mean you can work for your customers and find how you can use your products to help them achieve their objectives. Which fosters a sense of authenticity, care and consideration that fits well with your propositions.
- What your team will take away includes - a **value selling toolkit** and **checklists** that will guide them to success. Skills that bring value immediately. Learning and development that will drive sales. A sense of investment in them.



# Checklist

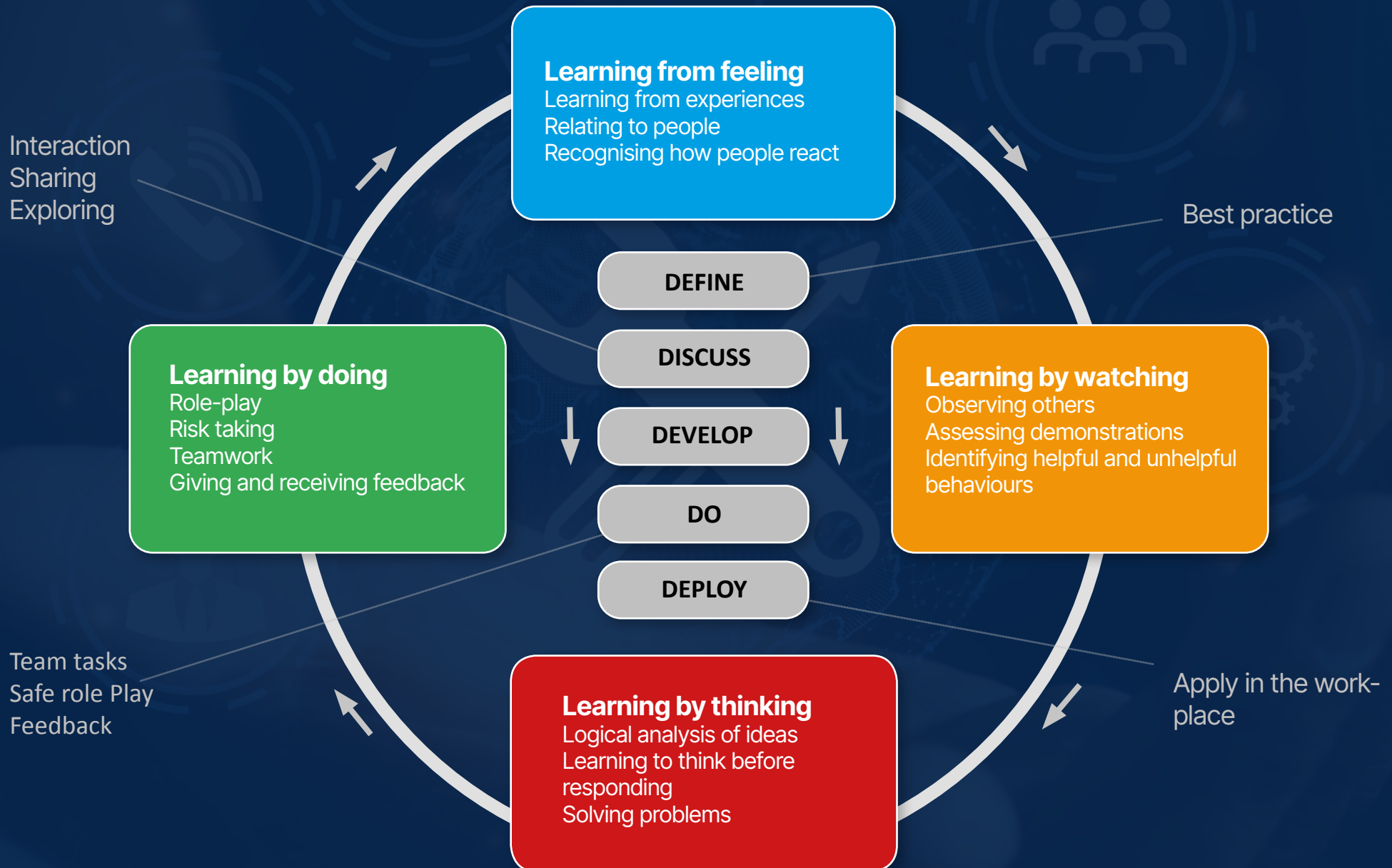
## How can we help you?

1. Get buy-in to selling in ways that feel right.
2. Engage people with relevant, applicable and transferable learning
3. Provide tools and structure that make your team's and customer's lives easier.
4. Transform communication and value selling capabilities.
5. Use a coaching approach to building skills and confidence.
6. Design training that fits your business and people.
7. What we do works because we make it accurately fit your needs.





# Making Training Work



# What People Say About Us



*I really enjoyed the course, Andrew is an excellent trainer and has a very engaging and interesting delivery technique. Thanks*

*I found the course very beneficial. The training provider was fascinating and came with a wealth of experience he shared freely with us. There are many skills and techniques I will apply to, not only my job role and dealing with colleagues/customers, but also in my personal relationships with friends and family so I thank you for the opportunity.*

*I loved the content of the book provided to guide us and has a lot of useful information I can use as a guide for the future.*

*Outstanding course - Everyone should go on this.*

# PSL

PEOPLE STRATEGY LEADERSHIP

*Taking your people to the next level*

*"What sets PSL apart is its proven framework,  
adaptive methodology and transformative training,  
empowering people to do the best work in their field  
and to not let their customers down"*

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