

More than a single training program, Consultative Sales Certification (CSC) is a comprehensive development program proven to enhance capability, performance and sales results.



## Consultative Sales Certification (CSC)

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Consultative Sales Certification is a comprehensive performance development program that:

- Is proven to increase sales and service performance
- Develops measurable sales competence by enhancing consultative sales behaviors and performance
- Elevates the credibility of the sales profession through demonstrated capability
- Provides bottom line business results

Sales professionals who know and apply consultative selling skills:

- Earn 33% more than their average counterparts
- Sell 3-4 times more
- Build loyalty and trust

### What Is It?

Consultative Sales Certification provides standards of measurement based on core consultative sales competencies. Those seeking CSC certification will participate in assessment, learning, coaching and demonstrated sales performance. This program is not a single training program, but a comprehensive approach to sales skills development, demonstrated capability and sustained performance.

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Our comprehensive approach to learning ensures that skills are learned, practiced and applied to produce the outcomes that your organization needs. Here is how it works for each participant:

- 1** **Complete the Online Skills & Knowledge Assessment**  
This assessment is used to benchmark your skills and knowledge before and after the program. Your personal coach will help you set specific goals based on your individual results.
- 2** **Orientation and Kick Off**  
During your orientation meeting, you will meet your coach, receive your learning plan and instructions for accessing your online portal. You will also be introduced to the Consultative Sales Model that is foundational to this curriculum.
- 3** **Complete Individual e-Learning Courses**  
We understand that sitting in a classroom is not always the best or most convenient method of learning. Approximately once a month, you will work on e-learning to further develop skills in conjunction with the group or individual training calendar. You will concentrate on one core sales competency at a time and will practice and apply skills in an engaging and interactive format.
- 4** **Apply Concepts, Submit Exercises and Receive Coaching**  
Training is only as effective as it is applied. After completing the monthly e-Learning, you will plan and apply the skills during customer interactions. Then, through your online portal, you will report on your experiences and receive feedback from your coach.
- 5** **Coaching and Support**  
Coaching and support is infused throughout this curriculum. You will have access to your personal coach through your individual dashboard, where you will also access your modules and exercises. You will also attend online group coaching sessions where you will share best practices and review key concepts.
- 6** **Communication and Collaboration**  
You will receive a personal dashboard for the purposes of communicating with coaches and peers, to share best practices, to deploy e-Learning and for group collaboration.





The Consultative Sales e-Learning modules are core to our CSC and Certificate programs. They reflect the skills and knowledge required for sales and service professionals to engage in insightful and value-oriented customer interactions and strategies. All modules are interactive and engaging, and include opportunities to practice through a number of different activities.

### It Takes All Kinds

Learn how to influence, build relationships, gain commitments and improve communication by reading customer styles, understanding your sales style and adjusting your approach to be most effective.

Have you ever wondered why you click with some people and not with others? Sales and service professionals are faced with the challenge of working with all different types of people. In this session, you will acquire skills to read others and adjust to what influences them most. You will see that by adjusting your approach to other people, customers and co-workers alike, you will increase your persuasiveness. You will learn how to identify buying and communication styles in your customers and will learn how to adjust to each during sales calls, product demonstrations and sales strategies.

### Consultative Selling – Identifying Needs and Providing Solutions

Gain competitive advantage by applying consultative sales methodology. Identify needs and apply solutions specific to each influencer involved in the sales process.

Most people lose sales because they use a “standard” approach for all customers. It takes more than exceptional products, features and benefits to separate you from the competition. Consultative selling is the key to customer-focused sales interactions. This module introduces critical skills for identifying needs specific to customer interests and for applying solutions that add value for each influencer involved in the process. Core skills included in this session: Introduction to consultative sales process and concepts, listening skills, pre-call planning, in-depth questioning practice, value added selling.

### Speaking Your Customer’s Language

Enhance relationships and understanding by identifying communication styles and applying effective listening and rapport building skills.

The ability to effectively communicate is perhaps the most important skill for sales and service professionals. Understanding how to communicate is key to your success. Regardless of what you know, you need to be certain that you are communicating in a language that customers will understand and respond to. In this program you will learn essential skills for sending and receiving clear messages, understanding the spoken and non-verbal intent of messages, adjusting to the technical competency of your customer and speaking the mental language that each customer prefers.

### Service From the Inside Out

Build loyalty and sustainability by identifying internal and external customers, expectations, listening, responsiveness, identifying needs both expressed and latent, solving problems, telephone follow-up, communicating internally to solve customer issues, handling upset or disappointed customers, cross selling to help customers.

A common thread in all outstanding organizations is that service starts on the inside. This module will enhance customer service and relationship building skills with internal and external customers to provide service beyond expectations.

### Expanding Your Business

Analyze and prioritize sales activities to increase market share, grow your current and prospective customer base and obtain more competitive sales.

To be successful in sales you need to ensure that the activities that you’re involved in produce the most profitable sales results. You will gain the skills to be most efficient and effective in your sales efforts by prioritizing sales activities, understanding different buying influencers, developing specific sales objectives, account strategies and pre-call planning techniques. You will also identify tools and strategies for developing new business or reinventing new markets and by applying a customer modeling process to attract optimum customers.

### Gaining Commitments

Gain more commitment by eliminating fear, recognize buying signs and appeal to “convincer” strategies to close the sale.

Gaining commitments is a natural part of the consultative sales process when applied correctly. Eighty percent of all sales are closed after the fifth attempt. Forty eight percent of all sales calls ended without the salesperson trying to close once. The word “closing” often conjures up images of intimidation and tricks. However, closing takes a significantly different role in, and is very much a part of effective selling. In this module you will practice utilizing closing methods effectively, not as a single event, but as a natural part of the consultative sales process. You will employ advanced persuasion techniques to help customers affirm & confirm customer decisions.

### Handling Stalls and Objections

Overcome even the most difficult objections to win more sales. Learn how to handle stalls, overcome customer doubt, get customers who are dragging their feet to make a decision and quantify value over price objections.

Objections are really very easy to deal with if you understand what you are dealing with. “This sounds good”, “Let me talk to my partner”, “Let me think it over”, “Call me back in a month or so”. Sound familiar? The first stall you hear has a 3% chance of being the true intent of the customer. This module introduces the skills and processes to clarify stalls and categorize and answer objections. This module also introduces the skills necessary to emphasize value, benefits and features appropriately.

### Negotiating for Impact

Develop win-win negotiation plans that produce higher margins, profitability and customer satisfaction. Learn your negotiation style, make better concessions and overcome tactics.

Successful negotiation is much like playing a game. If you know and follow the rules, chances are everyone will come out ahead. Those who earn more in sales are not necessarily better sales people, they are just better negotiators. In this module you will plan and identify the best negotiation approach and strategy for each situation, plan and make concessions that maintain price integrity and overcome buyer tactics.



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**Consultative Sales Certification includes 8-12 months of training, coaching and real-life application and development.**

- ✓ Skills and Knowledge assessment
- ✓ Orientation
- ✓ Monthly e-learning courses
- ✓ On the job application with coaching feedback
- ✓ Monthly group coaching meetings (held online)
- ✓ Personal dashboard and web portal
- ✓ Individual learning guides
- ✓ Coaching guides
- ✓ CSC certification

Consultative Sales Certification (CSC) is proven to enhance capability and performance. CSC is best experienced in teams. This program is available for teams of 5 or more.

## Certificate Programs

Perfect for individuals or teams that wish to sharpen consultative sales skills and integrate learning at their own pace.

Included with each certificate:

- ✓ Four robust and interactive e-learning modules
- ✓ Learning journals with tips and tools
- ✓ Coaching guides
- ✓ Post session Skills and Knowledge assessment

\*Does not include individual or Group Coaching

**Visit [makinganimpact.com](http://makinganimpact.com)  
to enroll today and for detailed  
program information.**

### Certificate in Consultative Sales Communication

Enhance your consultative sales effectiveness by appealing to the right communication strategies and skills that build rapport, ensure clear understanding, appeal to the best means of influence for each customer, add value and build loyalty.

Modules Included: It Takes All Kinds, Speaking Your Customers' Language, Consultative Selling, Service from the Inside Out

### Certificate in Consultative Sales Strategies

Build solid consultative sales strategies that help you grow your current and prospective customer base, develop relationships with key influencers, prioritize sales activities, overcome objections, gain commitments, appeal to subtle strategies for influencing decisions and develop winning negotiation strategies that produce higher margins.

Modules Included: Expanding Your Business, Gaining Commitments, Handling Stalls and Objections, Negotiating for Impact

