

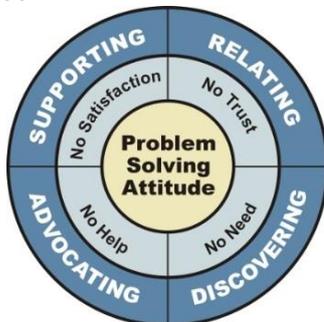
# The Counsellor Salesperson



As organisations strive to address their clients' critical business issues, technical professionals play an important role in creating and implementing solutions for external and internal clients. While they are experts in their areas, many technical professionals are not equipped to handle the business side of a project. They need consultative problem-solving skills to create value for clients, and they need to integrate their technical skills into a consultative process. When they are able to do this, the technical professional becomes a real source of competitive advantage. It all begins with a consultative selling approach—working closely with customers to solve real business problems.

*The Counsellor Salesperson* (CSP) uses a four-step consultative selling process that helps salespeople transition from simply making transactions to solving real business problems. CSP focuses on adopting a Counsellor Mindset, a mindset that builds profitable, long-term customer relationships.

## Counsellor Approach Model



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## Program Outcomes

CSP establishes a basic philosophy of selling with a common and easily understood approach. The program provides a win-win approach to selling that emphasises problem solving from the customer's point of view.

Implemented as a flexible and integrated human performance improvement solution, it enables a consistent customer experience from the salesforce, effective coaching and performance management with a variety of tools, and overall increased sales.

## Learning Approach

Learning must be transferred to day-to-day work practices. To achieve this, CSP includes components and activities that enhance Participant Readiness, Learning Transfer, and Organisational Alignment.

**Participant Readiness** prepares salespeople and managers for the overall learning experience:

- Pre-workshop communication

**Learning Transfer** design embeds practice and use of new skills. The learning can be flexibly delivered as a:

- Three-day face-to-face, application-oriented workshop (two-day option also available)
- Series of instructor-led interactive webcast workshops
- e-learning program with eCSP mini-mods
- Blended solution with e-learning content, followed by an optional application day

All can be delivered in modular format over non-consecutive days to allow application between sessions. This program can be taught by a Wilson Learning facilitator or by an organisation's own leader-trained in-house professional.

**Organisational Alignment** ensures the organisation supports the use of the new skills:

- Post-learning reinforcement activities for both the manager and salesperson

As a result of this integrated approach, the program becomes part of your organisation's selling practices which benefits customers and increases productivity.

## Modules: Key Learnings Are . . .

### Counsellor Mindset

How to understand the selling process as a function of the buying process and learning how to see the role of the salesperson as a consultant or counsellor

### Relating

How to build trust at the beginning of a consultative relationship; how to establish credibility, express empathy, and come to agreement on the purpose, process, and payoff of the relationship

### Discovering

How to understand the buyer's needs by asking appropriate questions and learning how to listen and organise information to get the buyer's agreement on the true nature of the problem

### Advocating

How to develop and present solutions that clearly address and solve the customer's business problems; how to bring out concerns, resolve objections, and agree on next steps

### Supporting

How to reinforce and support the customer's decision to buy; how to avoid and resolve dissatisfaction; how to ask for new business and referrals

## Your Salespeople Will . . .

Be able to enter a consultative relationship with buyers and add value at each step of the buying process

Be able to quickly establish trust with any person in the buying process and gain that person's willing cooperation in sharing information

Be able to gain an in-depth agreement with the buyer about the real nature and scope of the problem to be solved

Be able to convince buyers that a particular offer is a valuable solution to their business problem

Be able to assure a high degree of customer satisfaction and enhance the working relationship after the sale

## Continued

### Enabling Improved Performance

*The Counsellor Salesperson (CSP)* includes various performance application, reinforcement, and support tools, such as application exercises, job aid cards, electronic reinforcement tools, performance checklists, etc. These tools ensure that participants can hone newly acquired skills and behaviours upon returning to work. Involving sales managers and training them to coach for improved performance is also fundamental to a successful CSP implementation.

### Measurement

Organisations that implement CSP have access to many measurement and evaluation tools, including planners that track sales efforts and win-loss reviews that track the actual impact of counsellor selling skills on real sales performance.

Wilson Learning's optional Customer Relationship Inventory (CRI) assessment instrument uncovers what customers really think about an organisation's salesforce. This concrete, real-world feedback motivates salespeople to perform and acts as a blueprint for creating individual, group, and organisational development plans.

Wilson Learning's optional CSP Challenge assessment instrument supports the application of skills from the CSP program. This tool is an effective way to help managers coach their salespeople more effectively, extend the transfer of CSP skills back to the job, and diagnose salespeople's CSP skills prior to the learning.

### Evaluation

Wilson Learning will partner with your organisation to measure the initial behavioural changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

**This offering, like all others from Wilson Learning, can be customised to reflect your sales environment and business priorities and can be integrated with your sales process.**