

Developing the Client's Needs

3 day course

Can you consult with your client and understand their needs?

What is the course?

- designed for Consultants, Sales People, Customer Service Staff, Telephone Support Teams, New Managers
- suitable for anyone who wants to build – or refresh - their consulting, selling or influencing skills, or who wants to improve their "face-to-face" communications
- draws on behavioural research in meetings and client –facing situations
- designed as the follow on course to Professional Selling Skills, but can be tailored as a one off course for the appropriate audience
- comprises: classroom tuition, practical workshops, individual coaching and peer and instructor feedback.

What are the objectives?

On completion of the course, participants will:

- know the key methods for discovering, defining and developing client's needs
- have practised using these methods in workshops and role play meetings
- be able to apply this knowledge to their own business environment

What topics are covered?

All elements of the consultative client meeting:

- preparing to succeed
- developing rapport, establishing credibility
- customer buying motives, wants and needs
- structured questioning to discover, define and develop client's needs
- active listening
- handling objections
- making a proposal
- gaining commitment

"I was fascinated to learn that influencing people during the consultation process really is a science. When I put these lessons into action it really worked for me". (Account manager, IBM)

For more information call Oroza Ltd. 01276 300101 or email skills@oroza.com or visit www.oroza.com
