



# Consultative sales skills.

## Current Situation

In the post Richard’s Review era, FE providers are facing cuts in funding and the transfer of funds to employers. This dramatic shift means there will be significant opportunities for providers with the right skill sets to build new and long lasting relationships with employers. Providers without those skills, and the additional skills to match employer needs to defined candidates, are set for failure and significant losses in income.

## Consultative Sales – why XEER?

This workshop has been specifically designed to teach sales teams how to sell relationships to employers. Each delegate will learn how to present himself or herself as a trusted advisor and a trusted consultant. The delegate becomes a long term and valued partner in helping the employer grow profitable business through engaging the right apprentices. We have designed and delivered this training to over 1000 delegates from all areas of Further Education provision, including staff from the National Apprenticeship Service (NAS) as well as Job Centre Plus staff. Content has been checked and approved by the National Apprenticeship Service, The Learning and Skills Improvement Service (LSIS), the Association of Colleges (AoC), and the Association of Learning and Employment Providers (AELP). All delegates will receive a certificate showing attendance hours (covering 14 hours over the 2 day workshop) which most providers consider as being eligible for CPD.



## The six step process to success

Although the use of consultative skills may not have been necessary in the past, building professional, long term, and strategic relationships with employers is now crucial. Because FE providers must now be able to go out and get business, keep business and grow business, the need for professional sales skills at a higher level is a key factor affecting your success as a provider.

Valuable consultative selling skills can be learned effectively. They involve a mixture of process definition (following the rules of engagement, making a certain number of calls, profiling customers before you go to see them, recording the details so that you can build an effective sales ‘funnel’) and technique (asking discovery questions, building a relationship, ascertaining customer need, creating value, working together towards a solution).

We recommend that the full sales and marketing teams attend training to build better teamwork and provide a common language for collaboration. Delegates first work through our online training course on apprenticeships. This ensures they are familiar with the types and benefits of the solutions they will be selling.

### Workshop Outcomes

Learn in the workshop then implement successfully to achieve:

- Measureable ROI improvements
- Development and alignment of activities to feed into the strategic plan
- Identification of specific customer types and issues
- Creation and management of the sales funnel
- Building long term, profitable relationships with apprenticeship employers
- Measureable improvement in student numbers and eligibility

# The Six Steps to Success

<h2>The Customer</h2> <ul style="list-style-type: none"><li>❖ What do they need?</li><li>❖ Who do they need?</li><li>❖ Training</li><li>❖ Levels</li><li>❖ Choices</li></ul>	<h2>Understanding the Customer</h2> <ul style="list-style-type: none"><li>❖ The Buying Process</li><li>❖ Adding Value</li><li>❖ Preparation and Research</li><li>❖ Value Proposition</li></ul>
<h2>The Selling Cycle</h2> <ul style="list-style-type: none"><li>❖ The cycle</li><li>❖ Aligning with the customer</li><li>❖ Common mistakes</li><li>❖ FFB and FAB: Feature-Function-Benefit Feature-Advantage-Benefit</li></ul>	<h2>The Consultative Approach</h2> <ul style="list-style-type: none"><li>❖ Consultative not transactional</li><li>❖ Discovery techniques</li><li>❖ The consultative approach</li><li>❖ Being a partner not just a salesman</li></ul>
<h2>Qualifications and Objections</h2> <ul style="list-style-type: none"><li>❖ Discovery and qualifying questions</li><li>❖ Objection handling and closing</li></ul>	<h2>Social Media in Sales</h2> <ul style="list-style-type: none"><li>❖ Social media options</li><li>❖ Best practice</li></ul>

The workshop is run over two days. There is a substantial amount of group and individual problem solving which enables delegates to improve their thinking and behaviour. In addition, all delegates will be able to develop a real plan empowering them to deliver change from 'Day One'.

### Why our workshops are more effective.

We've trained over 1000 FE delegates successfully for sales and marketing, including AoC, AELP, ACER and the NAS, as well as JCP staff.

### Content Excellence

The content is developed by experienced professionals in the industry with substantial subject matter expertise. All workshops are developed and taught by successful marketing and sales people with a track record of real world success.

### Pedagogic Strength.

All XEER course material is overseen in development by our Director and Pedagogic Specialist, Dr Margie Louws. Content, flow, presentation and material are delivered in such a way that they are assimilated easily in ways which are engaging for the delegate. Skill sets and knowledge are acquired, retained, and used. XEER receives feedback from all workshops which are subject to continuous review and improvement.

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