



London TDM

Customer Service and Sales Training Courses

Course Venue: United Kingdom - London

Course Date: From 15 February 2026 To 19 February 2026

Course Place: London Paddington

Course Fees: 6,000 USD

Introduction

This 5-day course is designed for sales professionals who aim to enhance their skills in consultative and solution-based selling. Participants will learn how to build stronger client relationships, identify unique needs, and provide tailored solutions that align with their clients' strategic goals. This rigorous and interactive program will equip sales representatives with the tools required to transition from transactional sales tactics to consultative approaches.

Objectives

- Understand the principles of consultative and solution-based selling.
- Develop skills to engage clients in meaningful conversations that reveal their needs.
- Learn to create and present customized solutions that meet client objectives.
- Enhance skills to handle objections and negotiate win-win outcomes.
- Build long-term relationships that drive repeat business and client loyalty.

Course Outlines

Day 1: Introduction to Consultative and Solution-Based Selling

- Overview of the Consultative Selling Approach
- The Difference Between Traditional and Consultative Selling
- Understanding the Customer's Buying Process
- Building Trust and Rapport with Clients
- Key Skills Required for Consultative Selling

Day 2: Understanding Client Needs

- Effective Questioning Techniques
- Active Listening Skills
- Identifying Client Pain Points and Needs
- Creating Client Personas
- Tools for Gathering Client Insights

Day 3: Developing Tailored Solutions

- Solution-Based Selling Strategies
- Aligning Solutions with Client Goals
- Presentation Skills for Solution Selling
- Utilizing Case Studies and Testimonials
- Handling Complex Client Requirements

Day 4: Overcoming Objections and Negotiating Agreements

- Understanding Common Client Objections
- Techniques to Address and Overcome Objections
- Negotiation Strategies for Collaborative Agreements
- Balancing Value and Price
- Role Plays and Real-Life Scenarios

Day 5: Building Long-Term Client Relationships

- Creating Value Beyond the Sale
- Strategies for Maintaining Client Engagement
- Implementing and Monitoring Client Solutions
- Managing Client Feedback and Expectations
- Developing Client Success Stories and Referrals