



THE COUNSELLOR SALESPERSON

In today's highly competitive environment, customers have specific needs, priorities and interests. To compete and win, salespeople need to:

- ***Listen carefully, then demonstrate a clear understanding of the business at hand***
- ***Establish the trust required to ask the tough business questions***
- ***Articulate why one solution is better suited than another, given the circumstances***
- ***Establish real-world customer expectations, then follow through to ensure that they are met***

The Counsellor Salesperson (CSP) is an intensive two-day workshop designed to help you build long-term, win-win customer relationships.

We'll ask you to bring to the workshop some "live" situations to work on – so that you apply your new skills immediately to your current projects. You'll also get a toolkit to take home and access to our online resource centre – This is how we ensure your learning is extended and supported beyond the classroom.

Counsellor Mindset

The first module introduces the consultative mindset, positioning a sales person's role as solving the buyer's problems.

Relating

You'll learn 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

You'll learn how to understand the buyer's needs by asking appropriate questions, how to listen and organise information and how to get the buyer's agreement on the true nature of the problem.

Advocating

You'll learn how to develop and present solutions that clearly address and solve the customer's business problems. Additionally, they explore how to bring out concerns, resolve objections and agree on next steps.

Supporting

You'll learn how to reinforce and support the customer's decision to buy, how to avoid and resolve dissatisfaction and how to ask for new business and referrals.

"Thank you for a very educational, insightful and enjoyable workshop. The Counsellor Salesperson has opened my mind and taught me the skills to build more successful relationships with my clients." Kinsley Khoo, Account Manager, LaKeCorp

SYDNEY CBD

Mon 6th – Tues 7th July, 2009
8.30 am – 5.00 pm

INVESTMENT

\$1,295 excl. GST

Includes:

All materials, Tool Kit and catering.

CONTACT

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VISIT OUR WEBSITE

www.wilsonlearning.com.au

Company Overview

Think....Engage....Perform!

For over 40 years, Wilson Learning has specialised in soft-skill development.

We are passionate about improving performance through people – helping people develop the skills and find the satisfaction needed to do their jobs effectively and enthusiastically.

Our solutions include ready-to-use training programs, e-learning solutions and development support tools for sales, leadership, negotiation, presentations, social styles, customer service and management.

Wilson Learning Open Workshops Registration Form

Fax or post your response to **Wilson Learning Australia Pty Ltd.**

Telephone: (02) 8264 2603 Fax: (02) 9232 4128

Email: nikkicurtin@wilsonlearning.com.au

Postal Address: Wilson Learning Australia Pty Ltd, P O Box H247, Australia Square NSW 1215

Registration Form

Name: _____ Surname: _____

Position: _____ Organisation: _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Business Telephone: _____ Mobile: _____

Email: _____

Course attending: **THE COUNSELLOR SALESPERSON (CSP) - SYDNEY**

Date of Course: **6-7 July 2009**

Authorising Signature: _____

Please invoice my organisation \$1,295.00 (plus GST) per participant (includes all course materials and catering)

OR:

Bankcard Visa Mastercard

Card No: Expiry Date: /

Card Holders Name: _____

Card Holders Signature: _____

Payment: Once we receive your booking, your place is automatically reserved. Payment is required before the workshop commences.

Cancellations: Should you be unable to attend, a substitute delegate is welcome. A service fee of \$100 may be charged and in the case of re-profiling an additional cost of \$150 will be incurred. One deferral per person is permitted at no charge provided written notification is received more than 14 working days prior to the event. No deferrals are permitted within 14 working days of the event. Cancellations within 11-20 working days incur a 50% service fee and cancellations within 0-10 days incur a 100% service fee.

N.B. Workshops are subject to change in the case of insufficient participant numbers.

WLA Office Use Only

WLA SRC No: _____ WLA Invoice No: _____

Signature: _____ Date: _____

Name: _____ Position: _____