



Consultative Sales and Service

Develop client-centric consultative sales and service skills that leverage proven models and approaches from initial contact to service delivery.

81%

Companies Compete on
Customer Experience

Source: Gartner

72%

Buyers Expect
Personalized Engagement

Source: KPMG

78%

Buyers Want a
Trusted Advisor

Source: Forbes

Course Description

Successful organizations are keenly aware of their customers' needs and strive to meet them. But, what exactly constitutes a consultative and customer centric approach to sales, service and operations?

This course defines consultative sales and provides proven, specific models for executing that strategy from the initial sales process through service delivery and service recovery.

Who Should Attend?

This program is designed for sales professionals and leaders in all types of organizations that value a consultative approach to sales and customer centricity.



Topics Covered

- Metacognition & Cognitive Schemas
- Interactive Style Preferences
- Four Icons of Interaction
- Intrinsic Needs & How They Link to Interactive Style
- Journey Mapping
- The First Four Minutes Phenomenon
- Establishing Rapport by Interactive Style
- Identifying Critical Customer Needs
- Framing & Bridging Capabilities to Needs
- Closing & Onboarding New Customers
- Customer Retention Strategies

Key Benefits

Participants in this course will learn how to orient your sales approach to the client and achieve superior customer experience and engagement.

By the end you will be able to:

- Understand the complexities of a consultative approach to sales
- Identify the characteristics that support a customer centric culture
- Explain models for consultative selling and service recovery

Why NJIT?

NJIT is recognized as a top 10% university nationally* and one of only 32 polytechnic universities in the United States. Over 75,000 employees, working in 665 New Jersey organizations, have been trained by NJIT's Division of Continuing Professional Education since 1990.

*QS World University Rankings® 2020



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