**Overarching Goal:**
The goals of this course are an understanding of the consultative selling framework, and how to apply the framework to be successful in selling and driving new business.

**Overview:**
Companies find themselves under enormous pressure to sell better and faster, and to reach greater levels of performance. On top of that, global competition is fierce, and buyers are increasingly savvy, putting pressure on sellers to sell more for less. Faced with this environment, many companies, even the most successful ones, are finding that they can't keep selling as usual, and that something has to change for them to preserve their margins, cut down their sales cycles and costs, and grow long-term business partnerships.

In the consultative selling course, you will find a new paradigm for sales greatness along with the habits that will lead you to highly effective selling in a competitive global environment. You will learn consultative selling frameworks, principles, and methodologies for creating and sustaining superior sales performance. Sales leaders quickly rise to the top of their respective organizations and are some of the top earners in every industry. Consultative selling is a foundational course that will help you become more confident, and effective in selling.

The course content is tilted towards the complex sale, in which there are multiple people, multiple interactions, significant investments, and high stakes outcomes. The course’s natural audience is composed of professionals directly responsible for topline growth. However, the course will be beneficial whether your connection to sales is full-time, or part-time.

**Course overview**
This course is designed to introduce you to the field of consultative selling and business development. The goal of the course is to provide you with a practical understanding of the sales process, and practices and processes used by sales consultants. We will specifically focus on:

- Learn how to sell using a proven consultative selling framework.
- Learn how to align with customer’s needs, values, and objectives.
- Learn how to qualify opportunities, and determine if you should invest your time and resources with a prospective client.
- Learn how to solution and package a solution that fits the client’s needs.
- Learn techniques to improve your presentations and proposals.
- Learn how to win more business.
- Learn how to be more persuasive.
Teaching Approach:
This course places emphasis on your ability to think critically and to communicate both verbally, and in writing. The course also requires you to apply concepts to case examples, and to make practical suggestions for appropriate business actions. We will keep the class environment interactive and participative, and you are expected to engage actively in our class discussions while being respectful of each other’s ideas and insights.

Course evaluation: This is a 2-credit course

Consultative Selling Interpretation Paper (25%): Due 3rd Class on May 16th
Complete the DISC and Value Assessment on the Tony Robbin’s website at https://www.tonyrobbins.com/ue/. Interpret your results from the DISC and value assessment from the perspective of a consultant: 1) Interpret your style, 2) How will your style effect the sales process? How will you customize your style and selling approach for your clients? Please submit the assignment at the beginning of week #3. The report should be no longer than 5 pages, double spaced.

Consultative Selling Proposal (35%): Due 4th Class on May 23st
Each student will complete a consultative selling proposal specific to your chosen sales opportunity. You will need to follow the consulting selling model that we have discussed in class. Your proposal is due at the beginning of last class and should be in Word format.

Consultative Selling Presentation (30%): Due Last Class on May 30st
Each student will complete a consultative sales presentation. You will need to follow the consulting selling model that we have discussed in class. Your presentation will be 10 minutes in length and will be scheduled for the last class.

Participation (10%): Ongoing
Come to every class well prepared, with strong opinions but with an open mind. I will call on individuals throughout the session to help broaden participation, to reward those who are prepared, to encourage listening, sharing and synthesizing, and to draw upon individuals who can potentially contribute to the discussion and to our collective understanding. Quality is more important than quantity (although it is impossible to judge quality for those who don’t or seldom participate). I will alternate between asking for volunteers and calling on individuals.

Attendance:
We meet 5 times and I expect you to attend all class sessions. If a critical situation arises where you cannot attend class let me know beforehand along with the reason.

Honor code:
Adhere to the Foster Honor code. As a student in this class you acknowledge that you are a member of a learning community in the Foster School of Business that is committed to the highest academic standards. As a member of this community, you agree to uphold the fundamental standards of honesty, respect, and integrity, and accept the responsibility to encourage others to adhere to these standards.

Course Reading Materials:
Let’s Get Real or Let’s Not Play, by Mahan Khalsa and Randy Illig
**Class 1: May 2nd**

**Session 1A: Class Focus: Introduction to Selling**

Objectives:
1) Review Course Goals
2) Overview of the Sales Framework
3) Understand the plan for the course
4) Sales vs. Consulting

Consultative Selling Focus: Consultative Sales Process Overview: Radical Methodology

Exercises:
1) Practice Consulting
2) Salesman vs. Consultant

**Session 1B: Class Focus: Consultative Selling Framework Overview**

Objectives:
1) Practice Needs Based Selling
2) Practice Consultative Selling
3) Discuss the 7 Habits and Introduce Morning Power Hour

Consultative Selling Focus: Consultative Sales Process Overview: Radical Methodology

Exercises:
1) Practice Selling with Needs Based Selling
2) Practice with Radical Selling Methodology
3) Complete and Practice Morning Power Hour

Assignments for May 9th:
1) Reading Let’s Get Real or Let’s Not Play, p.1-120
2) Send Professor an Email with your identified niche
Class 2: May 9th

Session 2A: Class Focus: Building the Relationship and Opportunity Qualification Phase – Decision and Destination

Objectives:
1) Learn ways to improve the client relationship
2) Learn how to qualify opportunities through the art of questioning
2) Determine if a sales opportunity should be qualified in, or out.

Consultative Selling Focus: Consultative Sales Process Overview: Radical Methodology: Relationship, Agenda, Decision

Exercises:
1) Practice asking questions and the art of the redirect

Reading focus for today’s class:
1) Read Let’s Get Real or Let’s Not Play, p.1-120.

Session 2B: Class Focus: Opportunity Qualification Phase - Implication

Objectives:
1) Understand the value of listening
2) Learn how to create 2-way discussions
3) Undercover the client’s objectives: project objectives, buyer values, timeline, burning issues, budget, implication, and decision makers buying criteria

Consultative Selling Focus: Consultative Sales Process Overview: Radical Methodology: Implication

Class Exercise:
1) Practice listening.
2) Complete qualification check-list.

Reading focus for today’s class:
1) Read Let’s Get Real or Let’s Not Play, p.1-120.

Assignments for May 16th:
1) Read Let’s Get Real or Let’s Not Play, p.121-169.
2) Complete DISC and Value Assessment on Tony Robbins Site @ https://www.tonyrobbins.com/ue/
3) Complete assignment 1: Consultative Selling Interpretation Paper and hand it in at the beginning of the class
Class 3: May 16th

Session 3A: Class Focus: Solutioning the Deal - Solution

Objectives:
1) Define the solution
2) Develop a solution that addresses the clients: project objectives, buyer values, timeline, burning issues, budget, implication, and decision makers buying criteria
3) Focus on Win Strategy and Win Themes

Consultative Selling Focus: Consultative Sales Process Overview: Radical Methodology – Cure Solution

Exercise:
1) Complete Solution Check-list

Reading focus for today’s class:
1) Read Let’s Get Real or Let’s Not Play, p.121-169.

Session 3B: Class Focus: Solutioning the Deal - Result

Objectives:
1) Develop a value proposition with an emphasis on results, ROI, and outcomes.
2) Solution across social styles with emphasis on client’s predominant style
3) Understand Power Mapping

Consultative Selling Focus: Consultative Sales Process Overview: Radical Methodology – Cure Result

Exercise:
1) Class social styles and importance on adapting to sell to specific styles

Reading focus for today’s class:
1) Read Let’s Get Real or Let’s Not Play, p.121-169.

Assignments for May 23rd:
1) Consultative Selling Proposal Paper due at the beginning of next class
2) Start preparing for final proposals and presentations which are due on May 30th.
Class 4: May 23rd

Session 4A: Class Focus: Winning the Business – Packaging the Proposal

Objectives:
1) Package a solution that addresses the clients: project objectives, buyer values, timeline, burning issues, budget, implications, decision makers buying criteria, outcomes, results, and ROI.
2) Learn to sequence presentation content
3) Integrate components for predominant social styles into proposals

Consultative Selling Focus: Consultative Sales Process Overview: Radical Methodology - Action

Exercise:
1) Sales Commercials

Reading focus for today’s class:
1) Read Lead Sell or GOTW, Chapter 9 on Communicating Persuasively, and Chapter 10 on Holding Yourself Accountable

Session 4B: Class Focus: Winning the Business – Presenting the Proposal - Lead

Objectives:
1) Refine proposal and presentation
2) Learn presentation success tips
3) Learn closing techniques

Consultative Selling Focus: Consultative Sales Process Overview: Radical Methodology

Exercise:
1) Closing Exercise
2) Complete Course Review

Assignments for May 30st:
1) Prepare for Individual Presentations
**Class 5: May 30st**

**Session 5:** Class Focus: Consultative Selling Framework: Application

Objectives:
1) Complete the consultative selling event.
2) Students demonstrate their ability to present as a consultant
3) Become the Rainmaker
4) Complete High-Level Review

Consultative Selling Focus: Consultative Sales Process Overview: Radical Methodology Application and Review

Exercise:
1) Selling Event