



Marketing 579
Consultative Selling
Adjunct Professor: Karl Uselman
kuselman@uw.edu
206-369-2850 (cell)

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 to you 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 (20%): Due 2nd Class**

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.

Video and Client Journey Map (20%): Due 3rd Class

Complete a 15- minute sales video, and a customer journey map. Details will be provided in class.

Consultative Selling Proposal (25%): Due 4th Class

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 (25%): Due 4th Class

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 4 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: June 25

Class Focus: Introduction to Consultative Selling

Objectives:

- 1) Review Course Goals
- 2) Overview of the Sales Framework
- 3) Understand the plan for the course
- 4) Learn Framework
- 5) Practice Consultative Selling
- 6) Discuss Social Styles
- 4) Sales vs. Consulting

Exercises:

- 1) Practice Consulting
- 2) Salesman vs. Consultant

Assignments for Class #2:

- 1) Reading Let's Get Real or Let's Not Play, p.1-120
- 2) Send Professor an Email with your identified niche
- 3) **Consultative Selling Interpretation Paper (20%): Due 2nd Class**

Complete the DISC and Value Assessment on the Tony Robbins' 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.

Class 2: July 2

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
- 3) Determine if a sales opportunity should be qualified in, or out.
- 4) Understand the value of listening
- 5) Learn how to create 2-way discussions
- 6) Undercover the client's objectives: project objectives, buyer values, timeline, burning issues, budget, implication, and decision makers buying criteria

Exercises:

- 1) Practice asking questions and the art of the redirect
- 2) Charisma and value

Assignments for Class #3:

- 1) Read Let's Get Real or Let's Not Play, p.121-169.
- 2) Complete video and client journey map

Class 3: July 9

Class Focus: Solutioning the Deal - Solution

Objectives:

- Define the solution

- Develop a solution that addresses the clients: project objectives, buyer values, timeline, burning issues, budget, implication, and decision makers buying criteria
- Focus on Win Strategy and Win Themes
- Develop a value proposition with an emphasis on results, ROI, and outcomes.
- Solution across social styles with emphasis on client's predominant style
- Understand Power Mapping
- Package a solution that addresses the clients: project objectives, buyer values, timeline, burning issues, budget, implications, decision makers buying criteria, outcomes, results, and ROI.
- Learn to sequence presentation content
- Integrate components for predominant social styles into proposals
- Refine proposal and presentation
- Learn presentation success tips
- Learn closing techniques

Exercises and Activities:

- 1) Complete Solution Check-list
- 2) Class social styles and importance on adapting to sell to specific styles
- 3) Closing Exercise
- 4) Complete Course Review

Assignments for Class #4:

- 1) **Consultative Selling Proposal:** 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.
- 2) **Consultative Selling Presentation:** 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.

Class 4: July 16

Class Focus: Consultative Selling Framework: Application

Objectives:

- Turn in Final Consultative Paper
- Complete the consultative selling event, and present to the class
- Students demonstrate their ability to present as a consultant
- Complete High-Level Review

Exercises and Activities:

- 1) Selling Event

Assignments Due for Class #4:

- 1) **Consultative Selling Proposal:** 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.
- 2) **Consultative Selling Presentation:** 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.