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by Richard White

(Author), Jean Boles

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1. Sell as You Serve:
Great service providers
create better futures
for their clients that
the clients didn't know
were possible. Many
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consultants, lawyers,
engineers, and others
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think the purpose of

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selling is to part
someone from their
money at any cost.

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is a process, and it's
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master it. No matter
how you look at it,
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your way of selling to
new clients and start to
embrace the idea that
selling is actually a
good thing.

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involved in this type of
sale: Prepare:

Thoroughly qualifying
prospects before

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setting up an appointment is a critical part of the consultative... Ask questions: Take the time to get to know the client. If you're in business-to-business sales, ask about how and why... ..

Consultative Selling: What Is It? - The Balance Careers

Consultative selling is an investigative approach to sales.

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Rather than telling prospects what they need, you ask prospects thought-provoking questions that help them identify their own pain points. Ultimately, with a consultative sales approach, prospects will steer themselves into making their best decision.

**Consultative Selling:
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Techniques ...**

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sell without being
pushy.

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empowers mid-size
professional service
firms to develop a
consistent and
repeatable process to
pull ideal prospects
through the sales
funnel and achieve a
100% close rate.

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SELLING - theshattu
ckgroup.com**

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Selling For
and Professional
Services offers
challenges unique from
any other industry,
especially now in times
of social distancing.
Your sales employees
are tasked with selling
something that's
intangible in a virtual
way.

**Professional
Services Business
Development
Training | The ...**
Consultative selling is a

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philosophy rooted in building a relationship between you and your prospects. A salesperson who practices consultative selling develops a holistic and nuanced understanding of the buyer's needs, and then they try to fulfill those needs with a customized solution.

Consultative Selling & Sales: Definition, Approach & Steps ...

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Consultative selling is an approach to sales whereby sellers redefine reality and maximize buyer value through: A mix of understanding, shaping, and redefining need, crafting compelling solutions to address the need, and... Inspiring buyers and driving change with ideas that matter (advanced ...

What is Consultative
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Sales professionals who genuinely embrace the practice of consultative selling experience many benefits, including:

- Increased revenue
- from improving close ratios for new customers and expanding business with existing ones
- Competitive advantage from a sales approach that is tightly aligned to market.

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**Defining Professional
Consultative Selling
& Consultative Sales**

Essential Sales
...

Video montage of the
launch of Richard
White's book

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**Consultative Selling
for Professional
Services Book**

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Consultative Selling Skills teaches sales organizations and people to stop “pushing” their products and start “pulling” customers. The program focuses on building trust and learning to motivate customers by cultivating a deeper understanding of their needs. They want people they like and trust to help them work

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through the buying
process.

Consultative Selling Skills

Selling Professional
Services Professional
services sales
organizations face an
increasingly
competitive landscape
as new entrants seek
to capture market
share. As a result,
sales professionals are
working harder to
maintain their existing

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client base while
reaching further to
reach new prospective
clients and earn new
customers.

Manual For
**Award Winning
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Services Sales
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Mission and Goals The
mission of the
professional selling
program is to prepare
students for successful
careers in consultative
selling. Graduates of

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the program will help consumers and businesses define their needs, understand and evaluate buying options, facilitate effective purchase decisions, and forge enduring relationships.

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Consultative selling is a more complex, long-term process involving collaboration of both

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buyer and seller, in
which the latter must
first develop an
understanding of the
customer's business,...

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