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COURSE BROCHURE

Advanced Customer-Focused Consultative Selling Strategies Course

15 – 26 November 2027
Dar es Salaam

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Registered in the United Kingdom and Saudi Arabia

Advanced Customer-Focused Consultative Selling Strategies Course

Ref: 225_6976 **Date:** 15 – 26 November 2027 **Location:** Dar es Salaam **Fees:** 9500 GBP

Customer-Focused Consultative Selling Strategies is a 2-week training course for sales managers, account executives and senior sales professionals, who leave with a Consultative Opportunity Plan for one live deal. Buyers now research suppliers long before the first meeting and expect sellers to diagnose problems rather than recite brochures. Jupiter Prime Training delivers Customer-Focused Consultative Selling Strategies for sellers who want to win on insight rather than price.

Why Customer-Focused Consultative Selling Strategies Matter Now

Three shifts change how complex deals are won: buyers who arrive informed and sceptical, larger buying groups that include finance, technical and end-user voices, and procurement teams that push every proposal towards a price comparison. Sellers who diagnose needs well shape the buying criteria, defend margin and become trusted advisers; those who pitch products early are treated as interchangeable vendors. The course rests on the SPIN questioning model Situation, Problem, Implication, Need-payoff, the MEDDIC qualification framework Metrics, Economic buyer, Decision criteria, Decision process, Identify pain, Champion and value-based selling principles.

Who Gains Most from Customer-Focused Consultative Selling Strategies

- Account executives who run complex, multi-meeting sales with several decision makers
- Sales managers who coach deal strategy and forecast opportunities
- Senior sellers who position solutions against established competitors
- Pre-sales and solution consultants who translate customer problems into proposals
- Bid leads who shape written responses and final negotiations

Sales teams that send an account executive with a pre-sales consultant gain most, because discovery findings and solution design are then built on the same customer evidence.

Customer-Focused Consultative Selling Strategies Capabilities

Participants practise leading sales conversations with questions and evidence, so customers reach their own conclusion that change is worth paying for.

- Apply SPIN questioning to uncover implications buyers had not quantified — deal teams
- Build a buying-centre map showing roles, influence and personal wins — account executives
- Calculate the business value of a proposed solution in the customer's own measures — economic buyers
- Design value propositions that differ by stakeholder within one account — proposal writers
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Test opportunities against MEDDIC criteria before committing resources — sales managers
- Communicate trade-offs in negotiation without conceding value — senior sellers

Key Customer-Focused Consultative Selling Strategies Terms

- Consultative selling — a sales approach in which the seller diagnoses customer problems before proposing any solution.
- SPIN questioning — a sequence of situation, problem, implication and need-payoff questions that builds the case for change.
- Buying centre — everyone who influences a purchase decision, including users, influencers, gatekeepers, buyers and deciders.
- MEDDIC — a qualification framework checking metrics, economic buyer, decision criteria, decision process, pain and champion.
- Value proposition — a statement of the measurable outcomes a customer gains from a solution, compared with the alternatives.
- BATNA — the best alternative to a negotiated agreement, which sets each side's walk-away point.

Customer-Focused Consultative Selling Strategies Day by Day

Day 1: The Informed Buyer and the Consultative Seller

- Modern Buying Journey Analysis — Self-Research Before Seller Contact
- Transactional Versus Consultative Selling — When Each Approach Fits
- Seller Credibility Factors — Insight, Preparation and Business Acumen
- Customer Business Model Canvas — Understanding How Clients Make Money
- Account Research Routines — Annual Reports, News and Industry Signals

Day 2: Needs Discovery Through Questioning

- SPIN Questioning Model — Situation, Problem, Implication, Need-Payoff
- Open and Probing Question Design — Depth Without Interrogation
- Active Listening and Summarising — Confirming Understanding Before Moving On
- Discovery Call Planning — Objectives, Hypotheses and Question Maps
- Pain Quantification — Turning Complaints Into Measurable Cost

Day 3: Mapping the Buying Centre

- Buying Centre Roles — Users, Influencers, Gatekeepers, Buyers and Deciders
- Influence and Attitude Grid — Supporters, Neutrals and Opponents
- Champion Development — Equipping an Internal Advocate to Sell
- Economic Buyer Access — Earning Time With Budget Holders
- Personal Wins Analysis — What Each Stakeholder Gains Individually

Day 4: Qualifying and Prioritising Opportunities

- MEDDIC Qualification — Metrics, Buyer, Criteria, Process, Pain, Champion
- Decision Process Mapping — Steps, Approvals and Timelines
- Competitive Position Assessment — Strengths, Gaps and Incumbent Threats
- Walk-Away Criteria — When to Stop Pursuing a Deal
- Pipeline Stage Definitions — Evidence Required to Advance

Day 5: Solution Positioning

- Solution Mapping to Customer Problems — Linking Features to Pain
- Differentiation Statements — Distinct Value Against Named Alternatives
- Proof Points and Reference Cases — Evidence Buyers Trust
- Demonstration Design — Showing Outcomes Rather Than Functions
- Insight-Led Messaging — Teaching Customers Something New

Day 6: Building Value Propositions

- Value Proposition Canvas — Jobs, Pains and Gains per Stakeholder
- Business Case Construction — Costs, Benefits and Payback
- Return on Investment Modelling — Customer Measures and Assumptions
- Risk of Inaction Framing — The Cost of Staying With the Status Quo
- Proposal Structure — Executive Summary to Implementation Plan

Day 7: Handling Objections and Resistance

- Objection Classification — Price, Timing, Risk, Authority and Need
- Feel-Felt-Found and Reframing Techniques — Responding Without Arguing
- Price Objection Strategies — Defending Value Before Discounting
- Procurement Tactics Recognition — Standard Ploys and Calm Responses
- Stalled Deal Recovery — Re-Engaging Silent Buyers

Day 8: Consultative Negotiation

- BATNA and Walk-Away Points — Knowing Both Sides' Alternatives
- Trade Variable Planning — What to Give, Get and Protect
- Interest-Based Negotiation — Solving Problems Rather Than Splitting Differences
- Concession Patterns — Pacing and Conditioning Every Move
- Closing Agreements — Mutual Action Plans and Signature Paths

Day 9: Long-Term Customer Partnerships

- Implementation Handover — Protecting Promises Made During the Sale
- Partnership Governance — Joint Steering Meetings and Success Measures
- Co-Innovation Opportunities — Developing Solutions With Customers
- Industrial Equipment Sales Case — Technical Buyers and Long Cycles
- Professional Services Sales Case — Trust, Expertise and Referrals

Day 10: Practising the Consultative Opportunity Plan

- Discovery Rehearsal — Applying Day 2 SPIN Questions to a Live Deal
- Buying Centre Validation — Testing Day 3 Maps With Peers
- Value Case Review — Day 6 Business Case Under Challenge
- Negotiation Role Play — Day 8 Trade Variables in Action
- Consultative Opportunity Plan — Stakeholders, Value Case, Strategy and Next Steps

Applying Customer-Focused Consultative Selling Strategies After the Course

- Run the next three discovery meetings with prepared SPIN question maps and record the implications each customer quantified.
- Score every late-stage opportunity against MEDDIC criteria and agree with the sales manager which deals to accelerate or drop.

Customer-Focused Consultative Selling Strategies Questions FAQ

What are customer-focused consultative selling strategies, and why do they matter now?

They are sales methods that start with diagnosing customer problems and building value before proposing solutions. They matter now because buyers arrive informed, buying groups are larger and procurement pushes every deal towards price.

Which roles gain most from customer-focused consultative selling strategies training?

Account executives, sales managers and senior sales professionals gain most. Pre-sales consultants and bid leads also benefit, since they turn discovery findings into solution designs, proposals and the final negotiation position.

How do customer-focused consultative selling strategies differ from a basic sales skills course?

They address complex deals with several decision makers rather than single transactions. A basic sales course covers prospecting and closing techniques; here you work on SPIN discovery, buying-centre mapping, MEDDIC qualification, business cases and negotiation.

What do you bring back from customer-focused consultative selling strategies training?

You bring back a plan for one live opportunity. It holds a validated buying-centre map, quantified customer pain, a stakeholder-specific value case, a negotiation strategy and agreed next steps with the customer.

Customer-Focused Consultative Selling Strategies: The Way Forward

The Consultative Opportunity Plan first informs whether a live deal deserves more investment and which stakeholder to engage next. Account executives, sales managers and pre-sales consultants use it in deal reviews. After its first use, revisit the buying-centre map, because new voices often appear late in complex purchases and can change the decision criteria.