

## TRAINING BROCHURE

# Consultative selling for technology professionals training



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## Consultative selling for technology professionals

- Price:** € 1,850 excl. VAT \*
- Duration:** 2 consecutive days + 1 evening
- Contact:** [training@hightechinstitute.nl](mailto:training@hightechinstitute.nl), +31 85 401 3600
- Score:** 8.4 ★★★★★☆

### Intro

Having difficulty with:

- Explaining the added value of a solution?
- Selling your solution to a client who needs it, but does not realize it yet?
- Dealing with 'pushy' customers who want a service only when it's quick, short and cheap?

Sales might not be your forte, but creating new work, helping the client and your organization is beneficial for all parties involved. This course teaches you how to recognize, explore and create business opportunities without feeling 'commercial'.

Intensive practice using actors as clients

On the first day of the course we will share the theory and you will apply it to your daily practice. The second day is of intensive practice, using a professional actor in the role of your client. After the two days, you will be skilled and more confident in selling your solution to your clients.

### PRACTICAL INFO

- *The 'Consultative selling for technology professionals' training can be organized as in-company training as well.*
- *If on-site training is not feasible, we can discuss providing a live, [interactive online](#) (virtual) or hybrid training.*

### Objective

You will be given practical tools, which will enable you to become more commercially effective, by helping the client while being yourself. You will:

- Act as a professional consultant adapting to different type of technical customers;
- Apply the AIPA process to sell the best suitable solution to each customer, using questioning listening, selling and expectation management;
- Be able to turn resistance into purchase.

### Intended for

This training course is especially designed for technology professionals who want to increase their commercial impact. For example, architects, technical experts, (lead) engineers/designers, project leaders or team leaders working in a technical and innovative project environment.

### Certification

Participants will receive a High Tech Institute course certificate for attending this training.

### Course leader

[Jaco Friedrich MSc](#)

### Trainers

[Claus Neeleman MSc](#)

*\* Prices are subject to change. Price correction will be applied at the end of the year.*

Keep me posted



## Program

Day 1: Theory and application in your practice

Morning:

Consultative Selling process (using the AIPA process)

- Attention - pitching;
- Inventory - creating a clear picture of the real problem;
- Presentation - showing the added value of your proposition (sell your solution);
- Agreements - making clear agreements what (not) to do.

Dealing with different types of client ("selling is people work")

Afternoon:

- How to make your business case;
- How to present your solution and convince your stakeholders;
- Turning resistance into purchase.

Evening:

The SPIN sales method is built around four types of questions—these four categories give SPIN its name. SPIN stands for:

- Situation
- Problem
- Implication
- Need-Payoff

Day 2: A full day intensive workshop with a professional actor in role as client

Morning:

- A full morning working with a challenging case with an actor in role as client.

As a group, we will go use a practical case to go through all the stages of the AIPA selling process. You will be challenged to apply everything you learnt the previous day.

Afternoon:

- One-on-one training with the actor in role as client re: personal learning points;
- Personal action plan to help you apply what you have learnt to your daily practice.

## Methods

E-learning, action learning, lectures, exercises, discussions, role playing (with actor).

Read the interview:



Remarks from participants:

- "Good combination/experimentation of theory vs practice." > Ranish Baboeram Panday - Strypes
- 'The training was excellent, very engaging and relevant to real life situations.' > Lea Heusinger ,Jonda, Jiaco Instruments