

# The Counselor Salesperson

Public Seminars  
October 16-18, 2018

Location: Norwood, MA  
April 9-11, 2019

October 15-17, 2019

FACT SHEET



The Counselor Salesperson seminar will be held at the Sheraton 4 Points, Norwood, MA. Master Facilitator, Bob Davis will facilitate these seminars. The \$2,195 investment for the 3-day Counselor Salesperson seminar includes: tuition, all course materials, and post class extended learning system with web portal to access job aids, reinforcement videos, and coaching tips.

*The Counselor Salesperson* uses a four-step consultative selling process that helps salespeople transition from simply making transactions to solving real business problems. The Counselor Salesperson focuses on adopting a Counselor Mindset, a mindset that builds profitable, long-term customer relationships.

effective coaching and performance management with a variety of tools, and overall increased sales.

## Learning Approach

Learning must be transferred to day-to-day work practices. To achieve this, The Counselor Salesperson is much more than just a three-day seminar. The Counselor Salesperson Seminar includes: pre-work, the Counselor Salesperson seminar and the extended learning system.

## Counselor Approach Model



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## Program Outcomes

The Counselor Salesperson establishes a basic philosophy of selling with a common and easily understood approach. The program provides a win-win approach to selling that emphasizes problem solving from the customer's point of view.

Implemented as a flexible and integrated human performance improvement solution, it enables a consistent customer experience from the salesforce,

Pre-work prepares participants for the overall learning experience:

- Pre-workshop communication that includes the selection of four customers or prospects you would like to increase sales with this year

The Counselor Salesperson Seminar is designed to help participants learn and practice new skills. The interactive learning seminar includes:

- Lecture and table team discussion
- Application to your customers
- Practice and role play new skills

Post Class Extended Learning System ensures all participants apply the skills of the Counselor Salesperson back on the job.

- Post-learning reinforcement activities for both the participant and your manager

## Modules: Key Learnings Are . . .

### Counselor Mindset

How to understand the selling process as a function of the buying process and learning how to see the role of the salesperson as a consultant or counselor

### Relating

How to build trust at the beginning of a consultative relationship; how to establish credibility, express empathy, and come to agreement on the purpose, process, and payoff of the relationship

### Discovering

How to understand the buyer's needs by asking appropriate questions and learning how to listen and organize information to get the buyer's agreement on the true nature of the problem

### Advocating

How to develop and present solutions that clearly address and solve the customer's business problems; how to bring out concerns, resolve objections, and agree on next steps

### Supporting

How to reinforce and support the customer's decision to buy; how to avoid and resolve dissatisfaction; how to ask for new business and referrals

## Salespeople Will . . .

Be able to enter a consultative relationship with buyers and add value at each step of the buying process

Be able to quickly establish trust with any person in the buying process and gain that person's willing cooperation in sharing information

Be able to gain an in-depth agreement with the buyer about the real nature and scope of the problem to be solved

Be able to convince buyers that a particular offer is a valuable solution to their business problem

Be able to assure a high degree of customer satisfaction and enhance the working relationship after the sale

## About Your Facilitator

### Bob Davis, Master Facilitator

As a senior consultant for Wilson Learning, Bob Davis helps companies in a wide variety of industries achieve greater success through the delivery of a broad curriculum of sales, service, and leadership training offerings and consulting services. As a master certified trainer and recognized expert in the Counselor Salesperson, Bob can help your sales professionals, sell more and add more value on each sale.

## Cancellation Policy

**If it becomes necessary for you to reschedule or cancel your registration** please contact Bob Davis at McCourt Associates within 15 business days prior to the session, you will be charged for 50% of the tuition amount. If you contact McCourt Associates less than seven business days prior to the session, you will be charged for the entire tuition amount. If your attendance can be rescheduled within 12 months of the original seminar date, there will be no additional charges. Substitutions are welcome!