



PERFORMANCE • FULFILLMENT • RESULTS

THE COUNSELOR SALESPERSON

Going to market with unique, high-quality products and services is no longer enough for creating a sustainable competitive advantage. Remaining viable in today’s business environment requires a sales force that can respond to customers’ business needs, priorities, and interests better than the competition. That means that salespeople must be able to quickly discover and understand the business issues related to strategy execution. It all begins with a consultative selling approach — working closely with customers to solve real business problems.

The Counselor Salesperson (CSP) is built around a 4-step consultative selling process that helps salespeople transition from simply making transactions to solving real business problems. Participants discover that having a different attitude, or a Counselor Mindset, is the first step toward building long-term, win-win customer relationships.

Counselor Approach Model



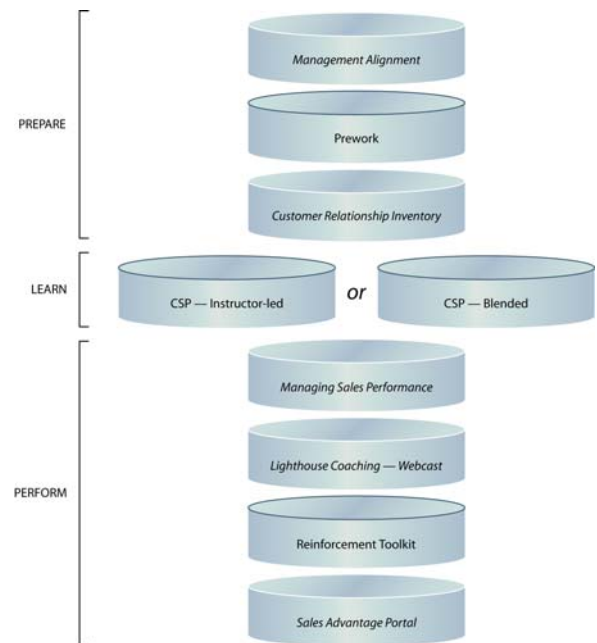
VALUE PROPOSITION

CSP establishes a basic philosophy of selling with a common and easily understood approach. CSP 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 (HPI) solution, it enables a consistent customer experience from the sales force, effective coaching and performance management with a variety of tools, and overall increased sales.

APPROACH

CSP’s learning components can be *flexibly delivered* — as an instructor-led or blended solution (with e-learning for most content followed by an application day for

practice and action planning). Several optional components (*in italics*) are highly recommended to create an integrated solution to change sales results.



Whether instructor-led or blended, CSP has a classroom component, which can be taught by a Wilson Learning facilitator, or by an organization’s own leader-trained in-house professional. This enables:

- ✓ Face-to-face interaction among the salespeople and with the facilitator
- ✓ True-to-life skills practice with immediate in-person feedback
- ✓ The opportunity for real-time commitment to action

CSP has five integrated learning modules:

OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>Your Salespeople Will...</i>
<p><i>Counselor Mindset</i></p> <p>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.</p>	Be able to enter a consultative relationship with buyers and add value at each step of the buying process.
<p><i>Relating</i></p> <p>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.</p>	Be able to quickly establish trust with any person in the buying process and gain that person's willing cooperation in sharing information.
<p><i>Discovering</i></p> <p>How to understand the buyer's needs by asking appropriate fact and feeling finding questions and learning how to listen and organize information and learning to get the buyer's agreement on the true nature of the problem.</p>	Be able to gain an in-depth agreement with the buyer about the real nature and scope of the problem to be solved.
<p><i>Advocating</i></p> <p>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.</p>	Be able to convince buyers that a particular offer is a valuable solution to their business problem.
<p><i>Supporting</i></p> <p>How to reinforce and support the customer's decision to buy. How to avoid and resolve dissatisfaction. And how to ask for new business and referrals.</p>	Be able to assure a high degree of customer satisfaction and enhance the working relationship after the sale.

ENABLING IMPROVED PERFORMANCE

CSP features various performance application, reinforcement, and support tools. These additional learning components – application exercises, job aid cards, implementation guides, electronic reinforcement tools, performance checklists – ensure that salespeople can hone newly acquired skills and behaviors upon returning to work. Involving sales managers early on, and training them to coach for improved performance, is also fundamental to a successful CSP implementation.

MEASUREMENT

Organizations that implement CSP have access to measurement and evaluation tools. Beyond tracking sales efforts with the planners and performance checklists, the Win-Loss Review helps sales managers and their salespeople track the actual impact of counselor selling skills on real sales performance.

Wilson Learning's (optional) Customer Relationship Inventory (CRI) assessment instrument uncovers what customers really think about an organization's sales force. This concrete, real-world feedback motivates

salespeople to perform, and acts as a blueprint for creating individual, group, and organizational development plans.

EVALUATION

In most implementations, Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that CSP brings the results you seek. We are committed to helping you succeed. And we will work with you to set up measurement systems to help move desired change forward and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities, and integrated with your sales process.