

# Consultative Sales Training Course

## Introduction

Over the years, selling for most industries has changed relatively little compared to how selling to healthcare organizations have changed. You may ask any professional salesperson, with 15-20 years' experience, of their perspective related to **selling medical supplies, medical devices, capital equipment, pharmaceuticals and other health care related products and services into hospitals**. The bottom line, it is virtually an entirely different job than it was 20 years ago.

Some might believe it was relatively much easier to access the economic buyers, whether in the hospital setting, physician office or other healthcare provider setting. Validating this, often appointments weren't needed in the past and when they did need to be made, the appointments weren't several weeks out before getting in as they tend to be today.

There was a time when sales reps would carry a bag of "promotional goodies" such as pens, coffee mugs, note pads or other trade specific items and as clinical professionals we would look forward to same. Today, we look for more highly **educated sales professionals with trustworthy relationships**. Training the medical reps is not an option; it is essential for both individual and organizational success.

## What's unique about this sales training course?

Many clients prefer to bring sales training delivery capabilities in-house. We support this by offering **Train the Trainer** sales course. We work with you to tailor the training program, and then **teach you how to deliver it to your team so you can use it on an ongoing basis**. The following are the unique proposition about this course:

- Control the delivery schedule, timing, and content. With your own trainers, you're able to deliver training on an ongoing basis.
- With in-house trainers, you'll be able to train new hires in sales from the get-go, getting them to full productivity fast.
- Implement our world-class sales methodology and bring your sales to the next level. No reinventing the wheel—just learn from the best.

## Target Audience

- This course is ideal for **Sales Managers** who are managing teams for consultative selling

## Course Aim

To provide participants with a range of selling tools and techniques that will allow them to adopt a confident consultative approach when selling. The consultative sales training will enable participants to sell to client needs and develop a long-term relationship, improving the quality of conversations they have with potential and existing customers.

## Course Objectives

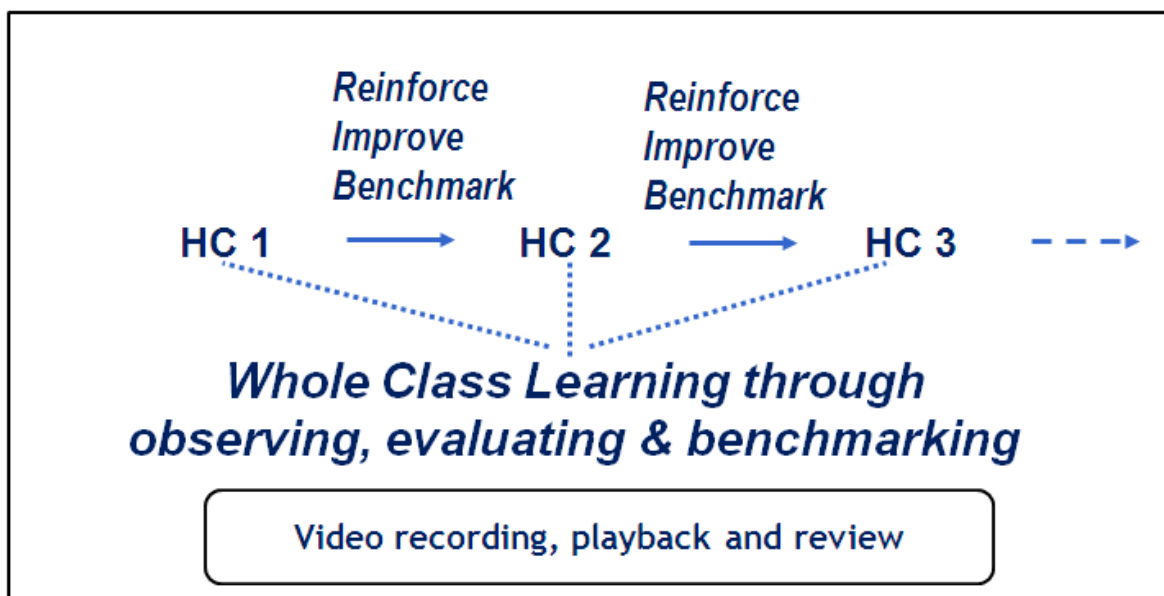
By the end of this **three-day** training course, the participants will have:

- Built rapport with others to a deeper level.
- Listened effectively to ensure they have all the information they need.
- Asked the right questions to progress the sale.
- Probed and para-phrased to ensure they have acquired the correct information.
- Identified how to strengthen existing relationships as well as develop new ones.
- Sold the whole package that they offer and identified what they do differently to their competitors.
- Learn activities which they need to conduct to proactively fill-in the sales funnel.
- Learn how pre and post sales activities are critical to add value to increase loyal customers.

## Training Methodology

- This is an activity based learning program.
- Participants will **role-play activities** to undertake potential scenarios during their consultation work. Trainer will use **R.I.B coaching** method which will record the consultative process and to provide feedback for improvement during this coaching sessions. HC stands for Healthcare Consultants/Medical Consultants.
- Participants in **Consultative Sales Training** spend most of their workshop time in practices with coaching and feedback. They bring their own real situations to use in the practice sessions.
- Participants in **Consultative Sales Training** practice actual sales calls and receive feedback from the facilitator and peers. They gain insight and skills through customized exercises and case studies.

# R-I-B coaching



## Course Content

Topics	Descriptions	Method
<b>Welcome and introductions</b>	<ul style="list-style-type: none"> <li>- Course objectives and outline for the day</li> <li>- Domestic arrangements and style of programme</li> </ul>	<p>Facilitator presentation, participant personal Introductions.</p> <p><b>Activity:</b> <b>Transformer</b> (<i>Icebreaker exercise</i>)</p>
<b>Introduction to consultative selling</b>	<ul style="list-style-type: none"> <li>- What is consultative selling?</li> <li>- Beliefs about consultative selling</li> <li>- Who are you selling to?</li> <li>- The buying experience</li> <li>- What buyers want</li> <li>- Suspect/prospect/client</li> <li>- The sales process</li> </ul>	<p>Facilitator presentation, small group exercises</p> <p><b>Case study: Selling to Hospitals 1</b> (<i>Tips for selling to hospitals and aligning with medical sales representatives with experience and relationships in the hospital buying process.</i>)</p>
<b>Preparation</b>	<ul style="list-style-type: none"> <li>- The Preparing for a sales interaction               <ul style="list-style-type: none"> <li>● Mental</li> <li>● Emotional</li> <li>● Physical</li> <li>● Spiritual</li> </ul> </li> </ul>	<p>Facilitator presentation and group discussion</p> <p><b>Activity:</b> <b>Pole down</b></p>
<b>Activating the partnership relationship</b>	<ul style="list-style-type: none"> <li>- What potential customers are thinking</li> <li>- Judging first impressions</li> <li>- Creating positive first impressions</li> <li>- Relationship Bank Account</li> <li>- Building rapport</li> <li>- Practise</li> </ul>	<p>Facilitator presentation, small group exercises</p> <p><b>Activity:</b> <b>Lemon &amp; Ribena</b></p> <p><b>Activity:</b> <b>RIB Coaching 1</b></p>
<b>Listening</b>	<ul style="list-style-type: none"> <li>- Barriers to listening</li> <li>- Active listening</li> <li>- Listening and rapport building</li> <li>- Practice</li> </ul>	<p>Small group exercise, facilitated group discussion</p> <p><b>Activity:</b> <b>Train message</b></p> <p><b>Activity:</b> <b>RIB Coaching 2</b></p>

<b>Questioning</b>	<ul style="list-style-type: none"> <li>- Types of questions</li> <li>- Questioning funnel</li> <li>- Summarising</li> <li>- Practice</li> </ul>	<p>Presentation, group exercise, practical activities in pairs</p> <p><b>Activity:</b> <b>Post stick</b></p> <p><b>Activity:</b> <b>RIB Coaching 3</b></p>
<b>Understanding needs and wants</b>	<ul style="list-style-type: none"> <li>- Qualification part one</li> <li>- Formulating questions</li> <li>- Practice</li> </ul>	<p>Facilitator presentation, group exercise</p> <p><b>Case study: Selling to Hospitals 2</b> (<i>Tips for selling to hospitals and aligning with medical sales representatives with experience and relationships in the hospital buying process.</i>)</p> <p><b>Activity:</b> <b>RIB Coaching 4</b></p>
<b>Recognising buying processes</b>	<ul style="list-style-type: none"> <li>- Qualification part two</li> <li>- Application to your customers</li> <li>- Practice</li> </ul>	<p>Facilitated group discussion and exercise</p> <p><b>Activity:</b> <b>RIB Coaching 5</b></p>
<b>Personal application</b>	<ul style="list-style-type: none"> <li>- Selling to existing customers</li> <li>- Beliefs about selling</li> </ul>	<p>Facilitated group discussion and exercise</p>
<b>Pre-sales activities</b>	<ul style="list-style-type: none"> <li>- What is Presales?</li> <li>- Effort needed to prepare</li> <li>- Activities carried out before a customer is acquired.</li> </ul>	<p><b>Activity:</b> <b>Show &amp; Tell</b></p>
<b>Post- sales activities</b>	<ul style="list-style-type: none"> <li>- What is Post sales?</li> <li>- Efforts needed after the sale</li> <li>- Ensuring customer is happy and build future business.</li> <li>-</li> </ul>	<p><b>Activity:</b> <b>Ra-Ra with Ravi</b></p>

<b>Introducing solutions</b>	<ul style="list-style-type: none"> <li>- Speaking the customer's language</li> <li>- Features and benefits</li> <li>- Benefit cycle</li> <li>- Application</li> </ul>	Small group exercise with facilitated group review, presentation
<b>Preparation for practise sessions</b>	<ul style="list-style-type: none"> <li>- Individual preparation and coaching</li> </ul>	
<b>Consultative sales - Practise sessions 1</b>		<b>Activity:</b> <b>RIB Coaching 6</b>
<b>Handling concerns</b>	<ul style="list-style-type: none"> <li>- ACAC model <ul style="list-style-type: none"> <li>● #1 Acknowledge.</li> <li>● #2 Clarify.</li> <li>● #3 Address the objection.</li> <li>● #4 Confirm.</li> </ul> </li> </ul>	
<b>Consultative sales - Practise sessions 2</b>		<b>Activity:</b> <b>RIB Coaching 7</b>
<b>Commitment</b>	<ul style="list-style-type: none"> <li>- Small C and big C</li> <li>- Positive behaviours</li> </ul>	
<b>Consultative sales - Practise sessions 3</b>		<b>Activity:</b> <b>RIB Coaching 8</b>
<b>Applying the learning and next steps</b>	<ul style="list-style-type: none"> <li>- Review of learning, current skills and action planning</li> <li>- Course feedback</li> </ul>	<b>Activity:</b> <b>Making it Across</b>
		<b>Activity:</b> <b>Accountability Partner</b>

## Conclusions

**Medical Consultative Sales Training Course** is a three-day session for Sales Managers who manage healthcare sales professionals. The Sales Managers will learn effective consultative selling skills, gain accessing and influencing strategies through RIB coaching method, and excel as a Sales Managers to train healthcare sales executives and medical representatives.