

# The Counselor Salesperson



Going to market with unique, high-quality products and services is no longer a guarantee that sales will be made and accounts will be retained. Remaining viable in today's business environment requires salespeople who can respond to customers' business needs, priorities, and interests better than the competition. It all begins with a consultative selling approach—working closely with customers to solve real business problems.

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

## Counselor Approach Model



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## Program Outcomes

CSP 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, 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, CSP includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

**Participant Readiness** prepares salespeople and managers for the overall learning experience:

- Pre-workshop communication

**Learning Transfer** design embeds practice and use of new skills. The learning can be flexibly delivered as a:

- Three-day face-to-face, application-oriented workshop (two-day option also available)
- Series of instructor-led interactive webcast workshops
- e-learning program with 23 eCSP mini-mods
- Blended solution with e-learning content, followed by an optional application day

All can be delivered in modular format over non-consecutive days to allow application between sessions. This program can be taught by a Wilson Learning facilitator or by an organization's own leader-trained in-house professional.

**Organizational Alignment** ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities for both the manager and salesperson

## Modules: Key Learnings Are . . .

## Your Salespeople Will . . .

### 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

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

### 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

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

### 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

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

### 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

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

### 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

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

## Continued

As a result of this integrated approach, the program becomes part of your organization's selling practices which benefits customers and increases productivity.

## Enabling Improved Performance

*The Counselor Salesperson (CSP)* includes various performance application, reinforcement, and support tools, such as application exercises, job aid cards, electronic reinforcement tools, performance checklists, etc. These tools ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving sales managers and training them to coach for improved performance is also fundamental to a successful CSP implementation.

## Measurement

Organizations that implement CSP have access to many measurement and evaluation tools, including planners that track sales efforts and win-loss reviews that 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 salesforce. This concrete, real-world feedback motivates salespeople to perform and acts as a blueprint for creating individual, group, and organizational development plans.

Wilson Learning's optional CSP Challenge assessment instrument supports the application of skills from the CSP program. This tool is an effective way to help managers coach their salespeople more effectively, extend the transfer of CSP skills back to the job, and diagnose salespeople's CSP skills prior to the learning.

## Evaluation

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes 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 can be integrated with your sales process.**