CONSULTATIVE SALES

ApprenticeshipIdaho Onboarding

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IF YOU TRAIN YOUR EMPLOYEES,
THEY MIGHT LEAVE.

IF YOU DON’T TRAIN YOUR EMPLOYEES,
THEY MIGHT...

STAY!
WHY APPRENTICESHIP?

• Features and Benefits
• Value Proposition
• Finding the Pain
• Conducting Meetings
WHAT ARE WE SELLING?

TRADITIONAL
• Product push
• Order taking
• Quantity
• Transactions vs. solutions

CONSULTATIVE
• Needs-based
• Custom, unique
• Quality
• Solutions vs. transactions

Don’t lead with the “product”, discover needs first.
FEATURES & BENEFITS

FEATURES
• Indisputable facts about a product or service

BENEFITS
• Advantages a product or service offers

Example
Nationally, the average retention rate for apprentices is 91%.

You can expect the investment you make in training to be returned through increased loyalty, among employees that are trained to meet your specific needs.
VALUE PROPOSITION

45-60 second concise message that conveys

• Who you are
• What you do
• The attributes of companies that you work with
• How your companies benefit from your service
FINDING THE PAIN

- Discovery Questions
- Active Listening
- Peeling back the layers
CONDUCTING MEETINGS

• Research/Planning
• Conducting the 1st Meeting - Discovery
• Presentation Meetings
START WITH THE WHY

https://www.youtube.com/watch?v=IPYeClxpxw