

# The Counselor Salesperson

Public Seminars  
April 13 - 15, 2021

Location: Norwood, MA  
October 19 - 21, 2021



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* (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 . . .

### 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

## Salespeople Will . . .

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

## About your 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!