

MARKETING & COMMUNICATION | COURSE BROCHURE

Consultative Selling Skills

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Modern buyers expect salespeople to understand their business and help them solve problems. This course teaches consultative selling: preparing with research, building rapport, asking diagnostic questions, uncovering needs and impact, presenting tailored solutions, handling objections and gaining commitment.

Product-pushing loses to consultative selling in complex sales. You will learn to sell by helping customers decide well.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Questioning drills, sales call role plays with feedback, case studies and video practice.

Course objectives

By the end of this course, participants will be able to:
• Prepare for sales conversations with research
• Build rapport and credibility quickly
• Use diagnostic questioning to uncover needs
• Link solutions to customer business impact
• Handle objections constructively
• Gain commitment and agree next steps

Target audience

This course is suitable for:
• Sales representatives and executives
• Account managers
• Business development staff
• Technical sales engineers
• Customer-facing consultants



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Target competencies

Participants will develop competencies in:

- Questioning
- Active listening
- Solution presentation
- Objection handling
- Closing

Course outline

Day 1: Consultative Selling

09:00–10:08	How buyers buy today
10:08–11:00	Consultative mindset
11:00–11:30	**Coffee break**
11:30–11:45	Consultative mindset (continued)
11:45–12:53	Call preparation
12:53–14:00	Exercise

Day 2: Discovery

09:00–10:08	Diagnostic questions
10:08–11:00	Listening
11:00–11:30	**Coffee break**
11:30–11:45	Listening (continued)
11:45–12:53	Uncovering impact
12:53–14:00	Questioning drills

Day 3: Solutions

09:00–10:08	Tailoring solutions
10:08–11:00	Value statements
11:00–11:30	**Coffee break**



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11:30–11:45	Value statements (continued)
11:45–12:53	Presentations
12:53–14:00	Role play

Day 4: Objections

09:00–10:08	Types of objections
10:08–11:00	Handling techniques
11:00–11:30	**Coffee break**
11:30–11:45	Handling techniques (continued)
11:45–12:53	Price objections
12:53–14:00	Practice

Day 5: Commitment

09:00–10:08	Advancing the sale
10:08–11:00	Closing techniques
11:00–11:30	**Coffee break**
11:30–11:45	Closing techniques (continued)
11:45–12:53	Follow-up
12:53–14:00	Final role plays

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,540.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Dubai Confirmed dates	25 Jan 2027	29 Jan 2027	**€3,150.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
London Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,890.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,450.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,840.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Rome Confirmed dates	3 May 2027	7 May 2027	**€2,450.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	24 May 2027	28 May 2027	**€2,650.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Vienna Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,940.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,890.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**
Frankfurt Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,840.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Paris Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,860.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Vienna Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,940.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,890.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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