



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Consultative Selling Skills

3 day course

Classroom, online or in-house

Course overview

Buyers have researched the market before a salesperson reaches them, which makes a presentation of features worth very little and a diagnosis of their situation worth a great deal. This course covers selling that way. Delegates work through preparation and researching a prospect properly, questioning that uncovers the business problem rather than confirming what you already hoped to sell, and listening as the part of the conversation most salespeople skip. Positioning a solution against the problem uncovered is practised, along with quantifying value in the buyer's terms. Objections are treated as information rather than resistance. The course closes on closing without pressure, on the deals that should be walked away from, and on following through after the sale.

What you will learn

- Research a prospect and prepare before making contact
- Question to uncover the business problem rather than confirm a pitch
- Listen and use what you hear to shape the conversation
- Position a solution against the problem actually uncovered
- Quantify value in the buyer's own terms
- Handle objections as information rather than resistance
- Close without pressure, and recognise a deal worth walking away from

Who should attend

- Sales representatives and account executives
- Technical staff in pre sales and solution roles
- Business development professionals
- Consultants and professional services staff who sell
- Business owners selling their own services

Course outline

- 01 Buyers who arrive already informed
- 02 Preparation and prospect research
- 03 Questioning to uncover the problem
- 04 Listening and what it reveals
- 05 Positioning against the problem
- 06 Quantifying value in the buyer's terms
- 07 Objections as information
- 08 Closing, walking away and following through

Upcoming dates

Dates	Venue	Format	Fee per delegate
11 to 13 November 2026	Maputo, Mozambique	Classroom	USD 995
4 to 6 January 2027	Online	Online	R6,500
20 to 22 January 2027	Kigali, Rwanda	Classroom	USD 995

Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia,



Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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