



Consulting Led Selling

The Customer Decision Journey

The decision making process of customers has changed. This is illustrated by the Customer decision journey, created by McKinsey. Very often this is considered a topic for the sales and marketing domains. In our opinion Customer Retention is not just a marketing topic. Only if the joint capabilities of the entire company are bundled from a centralized strategy, success will be there.

Training

The Consulting Led selling training program offers all the methods, the tools and the concepts to reach new customers and increase customer retention. The associated skills to implement this framework are part of the training.

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Changing Markets, increasing competition, buyers are more demanding, how can we deal with it? From 2006 to now the world has changed. Increasing your sales efforts, developing new products, training staff, you've done it all. All this to gain customers, but still you're not there.

Although it's not easy, this can be done effectively, but what you need is the right focus and an integrated approach.

Consulting Led Selling (CLS) is an integrated approach to enhance your customer orientation and increase customer retention.



The CLS framework offers all components to increase customer value and customer retention for your company. :

- ◆ How to develop a strategy to reach customers effectively and increase Customer Retention.
- ◆ Improve your sales knowledge and skills
- ◆ Improve your consulting skills



The CLS program consists of several steps:

This is not just a matter of training your staff, although this will be an essential part of it.

- ◆ Develop a new strategy
- ◆ Set up a change program
- ◆ Develop the consulting and sales skills of your staff.(CLS training)
- ◆ Coach your staff
- ◆ Set up a communication program
- ◆ Develop new capabilities for the entire organization.

Our Offerings:

Consulting Methodology can help you with:

- ◆ Strategy Consulting
- ◆ Project Management (implementation, communication and change management)
- ◆ Coaching
- ◆ CLS Training

Audience:

The methodology and related training is focused on a bachelor or academic level audience with at least 5 years of relevant working experience.

CLS is beneficial for:

- ◆ Experienced professionals who want to enter the field of consulting.
- ◆ Consultants who want to expand their expertise with a new method to improve their commercial approach and increase their revenue on assignments.
- ◆ Experienced consultants who seek an innovative approach to create more value for their customers.

