



The Baron  
Group, Inc.

## Problem Solving Selling

### Overview

Many salespeople consider themselves to be consultative in their approach, but very rarely do they do what is truly necessary to position themselves as true advisors. In order to provide the highest level of value to their clients, salespeople must apply a problem-solving approach to client situations, and focus on both understanding their needs and the factors that drive those needs. This program integrates problem-solving skills with traditional consultative selling skills and helps participants develop the skills needed to act as advisors to their clients.

### **By the conclusion of this course, participants will be able to:**

- Approach a sales call as a problem-solving opportunity
- Use facilitation skills to effectively control the meeting
- Ask strategic questions that will help them develop a thorough understanding of a client situation
- Present products, services and ideas in the context of a client's specific needs
- Deal with resistance to new ideas and resolve difficult objections
- Add unique value to the relationship