

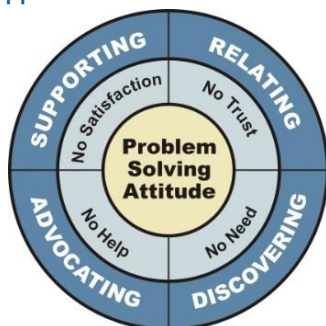
The Counsellor Salesperson



Going to market with unique, high-quality products and services is no longer a guarantee that sales will be made and accounts will be retained. Remaining viable in today's business environment requires salespeople who can respond to customers' business needs, priorities, and interests better than the competition. It all begins with a consultative selling approach—working closely with customers to solve real business problems.

The Counsellor 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 Counsellor Mindset, a mindset that builds profitable, long-term customer relationships.

Counsellor 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 emphasises 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 Organisational 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 organisation's own leader-trained in-house professional.

Organisational Alignment ensures the organisation supports the use of the new skills:

- Post-learning reinforcement activities for both the manager and salesperson

As a result of this integrated approach, the program becomes part of your organisation's selling practices which benefits customers and increases productivity.

Wilson Learning Worldwide: Australia - Open Workshop Registration Form

Your Details
Group Bookings
Payment Details
Choose your Workshop

Name _____ Date _____
 Organisation _____ Role _____
 Address _____
 Email _____
 Phone number _____ Mobile _____

Delegate 2 _____ Role _____
 Email _____
 Phone number _____ Mobile _____
 Delegate 3 _____ Role _____
 Email _____
 Phone number _____ Mobile _____

Payment Method Please invoice me (payment is due before the workshop, unless by prior arrangement)
 Please charge my credit card (2.5% surcharge) – see terms and conditions below

Amount \$ _____ Card Expiry _____

Card Number (Amex not accepted)

Name on card _____ Signature _____

A tax invoice and workshop confirmation will be emailed to you once payment is processed
 Workshop Venue: Sydney CBD

Workshop	Individual	Total
	\$1,525PP	Registered
Building Relationship Versatility (BRV)		
<input type="checkbox"/> 9-10 May 2017	\$1,525PP	
<input type="checkbox"/> 12-13 October 2017	\$1,525PP	
Counsellor Salesperson (CSP)		
<input type="checkbox"/> 4-5 April 2017	\$1,525PP	
<input type="checkbox"/> 4-5 July 2017	\$1,525PP	
<input type="checkbox"/> 14-15 November 2017	\$1,525PP	
Negotiating to Yes (NTY)		
<input type="checkbox"/> Date available on request	\$1,525PP	
Persuasion Through Presentation (PTP)		
<input type="checkbox"/> Date available on request	\$1,525PP	

- Terms & Conditions**
- All rates are exclusive of GST
 - Group rate applies for a minimum of 3 participants
 - Payments made by credit card will incur a 2.5% surcharge
 - Workshop places must be paid for in full prior to session attendance
 - WLW requires 10 working days written notice for any cancellations/ transfers & a 20% fee will be applied/ deducted from the refund
 - For cancellations/ transfers less than 10 working days prior to the workshop there will be no refunds and any outstanding monies will be considered owing. A substitute may be sent in place of the registered participant. A service fee of \$100 may be charged and in the case of re-profiling an additional cost of \$150 will be incurred
 - WLW reserves the right to cancel the workshop should there be insufficient numbers of participants to make the workshop viable. WLW will endeavour to provide adequate notice to participants in the case of cancellation
 - By submitting this registration form, you accept all the above terms and conditions.
 - Wilson Learning Worldwide A.B.N. 22 001 509 682

You can also claim Continuing Professional Development (CPD) points for CSP with the Financial Planning Association of Australia and the National Insurance Brokers Association.



To make a booking

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