

Consultative Communication

Master the Core Skills Behind the Sales Model

Unlock the power of consultative communication to build relationships and grow revenue.

Workshop Overview

The best sales professionals aren't pitch robots: they're problem solvers who know how to create mutually beneficial outcomes for the client and consultant. Our **Consultative Communication** workshop teaches your sales professionals the **six foundational skills** they need to maintain productive client relationships and generate revenue. This full-day training experience gives participants a safe environment to practice identifying clients' concerns, responding authentically, and creating connections that go beyond the transaction.

The Outcomes

- Understand the key skills associated with consultative communication
- Use active listening techniques to create a productive dialogue
- Create probing questions that address the client's needs
- Create a foundation of trust to build rapport with clients
- Synthesize insights from consultative conversations to create mutually beneficial solutions

The Format

Consultative Communication is a full-day, classroom-based workshop facilitated by a certified and experienced leadership development facilitator.

The Experience

This program is designed using research-based adult learning principles. It includes hands-on learning activities, role plays, small and large group discussions, reflection activities, and case studies.

Workshop Outline

- **The Artifact Activity**
- **The Consultative Communication Framework**
- **Skill Development - Listening**
 - Attending
 - Following
 - Reflecting
- **Skill Development - Exploring**
 - Uncovering Issues
 - Question Types
 - Probing
- **Skill Development - Explaining**
 - Being Clear and Concise
 - Articulating Complex Concepts
- **Skill Development - Challenging**
 - Defending Ideas
 - Professional Assertiveness
- **Skill Development - Requesting**
 - Ensuring Alignment
 - Gaining Commitment
- **Skill Development - Synthesizing**
 - Identifying Insights
 - Advancing Action
- **Consultative Interactions**
- **Role Play Activities**
- **Action Planning**
- **Workshop Close**

Who Is This Program For?

This program is designed for employees in a client-facing sales or consulting role.

It's a perfect addition to employee onboarding. It can be used as an upskilling offering for existing employees as well.

Customized cases and role plays are available on request for an additional development fee.



Call us to learn how you can help your employees become powerful communicators
+1 984-222-9639



Why Vital Communication?

Learn From the Pros

We are passionate about helping professionals master business communication skills. Our facilitators have years of experience as practitioners, leaders, and trainers.

Practice and Feedback

Everyone in our workshops receives thoughtful and constructive feedback. We help learners focus on continuous improvement by creating a safe environment for them to build their skills through live practice.

Fun and Engaging

We all learn best when we're having fun. Our workshops are engaging, dynamic and far from dull. Our facilitators are relatable and energetic.

Practical and Pragmatic

All of our programs address the core and critical business communication challenges your employees experience. We use real-world examples and cases in all of our programs.

Tips, Tools, and Techniques

Our programs include plenty of resources to help learners apply what they learn, including workbooks and job aids. Become a member of our learning community and receive access to valuable learning sustainment resources.

Research-Based

Our programs are grounded in social science research and practical experience. We are students of communication and continue to read, review, and contribute to the body of knowledge in organizational communication.