

**MSS SUCCESS SPACES**Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal**(02) 7255 5568****0995 846 2495 | 0917 123 1017****info@mssccorporation.com.ph****www.MSSCorporation.com.ph**

CONSULTATIVE SELLING AND SOLUTION SELLING TRAINING IN THE PHILIPPINES

A 1-Day Practical Sales Training Program on Customer Discovery, Needs Analysis, Value Creation, Solution Presentation, Objection Handling, and Closing

TRAINING OVERVIEW

Customers today are more informed, selective, and cautious about the products and services they purchase. They do not simply want salespeople who can explain features, present quotations, or promote what their company offers. They expect sales professionals to understand their situation, ask relevant questions, identify real business or personal needs, and recommend solutions that create meaningful value.

This 1-day **Consultative Selling Training in the Philippines** is designed for sales professionals, account managers, business development officers, customer-facing employees, entrepreneurs, and sales leaders who want to move beyond transactional or product-centered selling.

The program integrates two complementary approaches:

- **Consultative Selling** focuses on understanding the customer through purposeful questioning, active listening, diagnosis, and trusted guidance.
- **Solution Selling** focuses on connecting the customer's needs, problems, priorities, and desired outcomes with an appropriate combination of products, services, capabilities, and support.

Many sales opportunities are lost because sellers:

- Present products before understanding the customer
- Ask shallow or overly scripted questions
- Focus too heavily on features and price
- Assume they already know what the customer needs
- Fail to uncover the impact of the customer's problem
- Offer generic proposals that do not reflect business priorities
- Respond defensively to objections
- Push for a sale before establishing value and trust
- Neglect follow-through after the initial conversation

This **Selling Consultatively Training in the Philippines** helps participants become more effective at uncovering needs, diagnosing opportunities, communicating value, and guiding customers toward well-informed decisions. Through the MSS EnterTRAINment approach, participants will experience interactive discussions, customer-discovery simulations, questioning laboratories, case analysis, value-proposition workshops, solution presentations, objection-handling practice, and consultative sales action planning.



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TRAINING GOAL

To equip participants with practical consultative and solution-selling skills that enable them to understand customers more deeply, diagnose needs accurately, recommend relevant solutions, communicate value convincingly, handle concerns professionally, and build stronger long-term customer relationships.

TRAINING OBJECTIVES

By the end of the program, participants will be able to:

1. Explain the difference among transactional, product-based, consultative, and solution selling
2. Adopt a customer-centered and value-oriented sales mindset
3. Prepare more effectively for customer conversations
4. Ask purposeful questions that uncover needs, problems, priorities, and desired outcomes
5. Listen actively and recognize both stated and unstated customer concerns
6. Distinguish symptoms from underlying customer problems
7. Connect products and services with relevant customer outcomes and business value
8. Present recommendations as tailored solutions rather than generic offers
9. Handle objections, concerns, and resistance without becoming defensive or overly aggressive
10. Gain customer commitment and establish practical next steps
11. Strengthen credibility, trust, follow-through, and relationship management
12. Develop a personal Consultative and Solution Selling Action Plan

TRAINING OUTLINE

1-Day Face-to-Face Consultative Selling and Solution Selling Training Program

Time	Modules and Topics	Supporting Activities and Outputs
8:00–10:00 AM	<p>MODULE 1: SHIFTING FROM PRODUCT SELLING TO CONSULTATIVE AND SOLUTION SELLING</p> <ul style="list-style-type: none"> • Understanding modern customer expectations • Transactional selling versus consultative selling • Product selling versus solution selling • Selling features versus creating customer value • The role of the salesperson as adviser, 	<p>Consultative Selling Reality Check</p> <p>Participants assess their current sales approach and identify behaviors that are transactional, product-centered, consultative, or solution-focused.</p> <p>Customer and Stakeholder Mapping Exercise</p> <p>Participants identify likely decision-makers, influencers, users, needs, and concerns in a sample opportunity.</p>

	<p>problem solver, and decision guide</p> <ul style="list-style-type: none"> • Building trust, credibility, and professional relevance • Understanding customer context, priorities, and decision criteria • Preparing for a consultative sales conversation • Researching the customer, organization, industry, and possible needs • Identifying decision-makers, influencers, users, and other stakeholders • Common sales habits that weaken customer trust • Developing a customer-centered and solution-oriented sales mindset 	<p>Output: Consultative Selling Self-Assessment and Customer Preparation Map</p>
<p>10:00–10:15 AM</p>	<p style="text-align: center;">Morning Break</p>	
<p>10:15 AM–12:00 NN</p>	<p>MODULE 2: CUSTOMER DISCOVERY, QUESTIONING, LISTENING, AND NEEDS DIAGNOSIS</p> <ul style="list-style-type: none"> • The importance of discovery before recommendation • Preparing a logical questioning flow • Asking situation and context questions • Uncovering customer problems, challenges, and performance gaps • Exploring causes instead of focusing only on symptoms • Identifying the operational, financial, customer, people, risk, or strategic impact of a problem • Understanding urgency, priorities, constraints, and decision criteria • Exploring desired outcomes and definitions of success • Using open, probing, clarifying, reflective, and confirmation questions • Active listening and reading verbal and nonverbal cues • Avoiding interrogation, premature assumptions, and leading questions • Summarizing findings and confirming 	<p>Customer Discovery Question Laboratory</p> <p>Participants develop and practice questions that uncover context, problems, causes, impact, priorities, and desired outcomes.</p> <p>Needs Diagnosis Simulation</p> <p>Participants conduct a structured customer conversation, listen for relevant information, and summarize the customer’s situation.</p> <p>Output: Customer Discovery and Needs Diagnosis Guide</p>

	<p>understanding</p> <ul style="list-style-type: none"> • Recognizing when the opportunity is not yet properly qualified 	
12:00 NN–1:00 PM	Lunch Break	
1:00–3:00 PM	<p>MODULE 3: DESIGNING AND PRESENTING CUSTOMER-CENTERED SOLUTIONS</p> <ul style="list-style-type: none"> • Moving from customer information to solution insight • Matching customer needs with relevant capabilities • Distinguishing products, features, advantages, benefits, value, and outcomes • Translating technical features into customer-relevant value • Developing a clear problem-solution-value connection • Prioritizing solution components based on customer needs • Avoiding generic proposals and feature-heavy presentations • Creating a customer-centered value proposition • Presenting recommendations with clarity, logic, and credibility • Connecting the solution with measurable or observable outcomes • Using evidence, examples, demonstrations, stories, and proof points appropriately • Explaining implementation, support, risk management, and next steps • Balancing persuasion with honesty and realistic expectations 	<p>Feature-to-Value Translation Workshop</p> <p>Participants convert product or service features into customer-relevant benefits, outcomes, and value statements.</p> <p>Solution Presentation Challenge</p> <p>Participants prepare and present a tailored recommendation based on a customer case.</p> <p>Output: Customer-Centered Solution and Value Proposition Canvas</p>
3:00–3:15 PM	Afternoon Break	
3:15–5:00 PM	<p>MODULE 4: HANDLING OBJECTIONS, GAINING COMMITMENT, AND BUILDING LONG-TERM RELATIONSHIPS</p> <ul style="list-style-type: none"> • Understanding objections as information 	<p>Objection-Handling Clinic</p> <p>Participants respond to realistic customer concerns involving price, timing, competition, risk, and resistance.</p>

	<p>rather than automatic rejection</p> <ul style="list-style-type: none"> • Common objection categories: price, timing, trust, need, authority, risk, competition, and internal priorities • Listening fully before responding • Clarifying the real concern behind the stated objection • Acknowledging concerns without immediately conceding • Reconnecting the conversation to needs, value, outcomes, and priorities • Responding with evidence, alternatives, and appropriate recommendations • Handling price concerns without immediately discounting • Recognizing unresolved objections and hidden decision barriers • Asking for commitment professionally and confidently • Confirming agreed next steps, responsibilities, and timelines • Following through after meetings and proposals • Strengthening trust through reliability and customer care • Expanding accounts through continued discovery and value creation • Building repeat business, referrals, and long-term partnerships 	<p>Integrated Consultative Selling Simulation</p> <p>Participants conduct a customer conversation from discovery and diagnosis through solution recommendation, objection handling, and commitment.</p> <p>Final Outputs:</p> <ol style="list-style-type: none"> 1. Consultative Sales Conversation Plan 2. Personal Consultative and Solution Selling Action Plan
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TRAINING METHODS

- Interactive lecturattes and facilitated discussions
- Consultative selling self-assessment
- Customer and stakeholder mapping
- Question-development workshops
- Active-listening exercises
- Needs-diagnosis simulations
- Customer case analysis
- Feature-to-value translation exercises
- Value-proposition development
- Solution-presentation practice

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- Objection-handling role plays
- Integrated consultative sales simulations
- Peer feedback and facilitator coaching
- Personal sales action planning
- MSS EnterTRAINment-based learning activities

KEY DESIGN STRENGTHS

- Integrates both consultative selling and solution selling
- Moves participants beyond product pitching and quotation-based selling
- Develops customer discovery, questioning, listening, and diagnosis skills
- Helps sellers connect customer problems with appropriate solutions and outcomes
- Strengthens value communication without relying only on price discounts
- Covers customer preparation, discovery, solution presentation, objections, and commitment
- Includes practical simulations across the complete sales conversation
- Applicable to products, services, solutions, projects, and professional engagements
- Suitable for B2B, B2C, corporate, retail, technical, and service-oriented selling environments
- Produces practical sales tools participants can immediately apply

WHO SHOULD ATTEND

This Consultative Selling and Solution Selling Training Program is ideal for:

- Sales representatives
- Sales executives
- Account executives
- Account managers
- Key account managers
- Business development officers
- Relationship managers
- Technical sales professionals
- Solutions consultants
- Customer service personnel with sales responsibilities
- Entrepreneurs and business owners
- Sales supervisors and managers
- Professionals responsible for customer acquisition, retention, or account growth

EXPECTED TRAINING OUTPUTS

At the end of the program, participants will produce:

1. **Consultative Selling Self-Assessment**

A review of current sales habits, strengths, and improvement opportunities.

2. **Customer Preparation and Stakeholder Map**

A structured guide for researching an opportunity and identifying relevant customer stakeholders.

3. **Customer Discovery and Needs Diagnosis Guide**

A practical questioning and listening framework for uncovering customer needs, causes, impact, priorities, and desired outcomes.

4. **Customer-Centered Solution and Value Proposition Canvas**

A tool for connecting customer concerns with relevant products, services, capabilities, benefits, and outcomes.

5. **Consultative Sales Conversation Plan**

A guide for conducting a customer conversation from preparation through commitment.

6. **Personal Consultative and Solution Selling Action Plan**

Specific habits and actions the participant will implement after the training.

CONSULTATIVE SELLING VERSUS PRODUCT SELLING

Product Selling	Consultative Selling
Begins with the product or service	Begins with the customer's situation and needs
Focuses heavily on features	Focuses on problems, priorities, and outcomes
Seller speaks more than the customer	Seller asks, listens, clarifies, and guides
Uses a standard sales presentation	Adapts the conversation to the customer
Attempts to persuade quickly	Builds understanding before recommending
Treats objections mainly as resistance	Uses objections to uncover concerns
Aims to complete the transaction	Aims to create value and build trust

CONSULTATIVE SELLING VERSUS SOLUTION SELLING

Consultative selling and solution selling are closely related, but they emphasize different parts of the sales process.

Consultative Selling

Consultative selling focuses on the quality of the customer conversation.

It includes:

- Preparation and research
- Purposeful questioning
- Active listening

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- Needs discovery
- Problem diagnosis
- Trust and credibility
- Customer guidance

Solution Selling

Solution selling focuses on how the recommendation addresses the customer's situation.

It includes:

- Connecting needs with relevant capabilities
- Combining products, services, processes, or support
- Communicating outcomes and value
- Addressing implementation and risk
- Tailoring the proposal
- Demonstrating business relevance

Effective sales professionals use both. They sell consultatively to understand the customer and sell solutions to address what they discover.

THE CONSULTATIVE AND SOLUTION SELLING FLOW

1. Prepare

Research the customer, organization, industry, stakeholders, and possible priorities.

2. Connect

Establish credibility, rapport, relevance, and a clear purpose for the conversation.

3. Discover

Ask questions that uncover the customer's situation, needs, problems, and desired outcomes.

4. Diagnose

Identify causes, implications, priorities, risks, constraints, and decision criteria.

5. Confirm

Summarize the customer's situation and validate that the understanding is accurate.

6. Recommend

Present a solution connected directly to the customer's needs and desired results.

7. Demonstrate Value

Explain relevant benefits, outcomes, proof points, implementation requirements, and expected impact.

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8. Resolve Concerns

Listen to objections, clarify underlying issues, and respond appropriately.

9. Gain Commitment

Agree on the decision, next action, responsibility, timeline, or follow-up requirement.

10. Follow Through

Deliver on commitments, maintain communication, and continue creating value.

CUSTOMER DISCOVERY AREAS

A strong consultative sales conversation explores:

- Current situation
- Business or personal priorities
- Existing processes or solutions
- Challenges and frustrations
- Possible causes
- Operational or financial impact
- Customer or stakeholder impact
- Risks of maintaining the current situation
- Desired outcomes
- Urgency and timing
- Budget or resource considerations
- Decision criteria
- Decision process
- Relevant stakeholders
- Concerns about implementation
- Definition of success

CONSULTATIVE QUESTIONS SALESPEOPLE CAN ASK

Situation and Context

- How are you currently handling this requirement?
- What prompted you to explore possible alternatives?
- Who is involved in the current process?
- What priorities are most important to your team right now?

Problems and Challenges

- What difficulties are you experiencing?
- Where do delays, errors, or dissatisfaction usually occur?
- What is preventing the current approach from delivering the desired result?

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- Which part of the situation creates the greatest concern?

Causes and Impact

- What do you believe is contributing to the issue?
- How does this affect your operations, customers, employees, cost, or performance?
- What happens when the concern remains unresolved?
- Who else is affected by the problem?

Outcomes and Priorities

- What would an ideal solution need to accomplish?
- How would you define a successful outcome?
- Which requirements are essential and which are optional?
- What would make this initiative worth pursuing?

Decision and Next Steps

- Who else should be involved in evaluating the recommendation?
- What criteria will be used in making the decision?
- What concerns could prevent the project from moving forward?
- What would be the most appropriate next step?

SELLING VALUE INSTEAD OF PRICE

Customers may compare prices, but they make decisions based on the total value and perceived risk of the solution.

A strong value conversation may consider:

- Revenue improvement
- Cost reduction or avoidance
- Time savings
- Productivity improvement
- Quality improvement
- Risk reduction
- Compliance support
- Customer experience
- Employee capability
- Operational reliability
- Convenience
- Speed of implementation
- Service and technical support
- Long-term sustainability

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The goal is not to avoid discussing price. It is to ensure the customer understands what the investment is expected to improve, protect, solve, or enable.

WHAT THIS PROGRAM IS NOT

This program is not limited to:

- Aggressive closing techniques
- Memorized sales scripts
- Product pitching
- Manipulative persuasion
- Discounting strategies
- Generic sales motivation
- Public speaking
- Proposal writing alone
- Short-term transactional selling

It is a practical sales-development program focused on customer understanding, diagnosis, value creation, relevant recommendations, professional influence, and long-term relationships.

WHY CONSULTATIVE SELLING AND SOLUTION SELLING TRAINING MATTERS

Customers are more likely to trust sales professionals who demonstrate understanding, relevance, honesty, and business insight.

When sellers rush to present a product, they may recommend the wrong solution or reduce the conversation to price. When they sell consultatively, they gain a clearer understanding of the customer's priorities. When they sell solutions effectively, they connect their offer to outcomes that matter.

This **Consultative Selling Training in the Philippines** helps organizations develop sales professionals who can conduct better customer conversations, identify stronger opportunities, communicate value more convincingly, and build relationships that lead to repeat business and account growth.

COMMON CONSULTATIVE AND SOLUTION SELLING TOPICS COVERED

The program may include or be customized around:

- Consultative selling skills
- Selling consultatively
- Solution selling techniques
- Selling solutions instead of products
- Customer discovery

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- Sales questioning skills
- Active listening in sales
- Needs analysis
- Problem diagnosis
- Value proposition development
- Feature-to-benefit selling
- Business-value communication
- Solution presentations
- Objection handling
- Price objections
- Consultative closing
- Account management
- Relationship selling
- Cross-selling and upselling
- B2B sales conversations
- Technical and complex sales

RECOMMENDED FOLLOW-THROUGH PROGRAMS

- Advanced Consultative Selling
- Strategic Account Management
- Key Account Management
- B2B Lead Generation and Prospecting
- Sales Negotiation Skills
- Objection Handling and Closing Techniques
- Business Communication for Sales Professionals
- Customer Relationship Management
- Value-Based Selling
- Sales Leadership and Team Motivation
- Presentation Skills for Sales Professionals
- Personal Branding and Relationship Building

FREQUENTLY ASKED QUESTIONS

What is Consultative Selling Training?

Consultative Selling Training teaches sales professionals how to understand customers through preparation, questioning, active listening, needs analysis, and problem diagnosis before recommending a product or service.

What is Solution Selling Training?

Solution Selling Training helps participants connect customer problems, priorities, and desired outcomes with an appropriate combination of products, services, capabilities, implementation support, and business value.

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What is the difference between consultative selling and solution selling?

Consultative selling emphasizes how the salesperson discovers and understands customer needs. Solution selling emphasizes how the recommendation addresses those needs and produces meaningful outcomes. The two approaches work best when used together.

Who should attend Consultative Selling and Solution Selling Training?

The program is suitable for sales executives, account managers, business development professionals, relationship managers, technical sellers, solutions consultants, entrepreneurs, sales leaders, and customer-facing employees with sales responsibilities.

Is this program suitable for B2B selling?

Yes. The program is highly relevant to B2B, technical, professional, project-based, service, and complex sales where multiple stakeholders, business needs, risks, and decision criteria must be understood.

Can the program also apply to B2C sales?

Yes. The questioning, listening, needs analysis, value communication, objection handling, and relationship-building skills can be adapted to individual consumers.

Does the training include practical selling activities?

Yes. Participants complete discovery exercises, customer simulations, questioning laboratories, value-proposition workshops, solution presentations, objection-handling role plays, and an integrated consultative selling simulation.

Can the program be customized for our company?

Yes. The program may be customized according to the organization's products, services, sales process, customer segments, buyer journey, common objections, competitive environment, and actual sales situations.

What outputs will participants produce?

Participants will create a Customer Preparation Map, Discovery and Diagnosis Guide, Solution and Value Proposition Canvas, Consultative Sales Conversation Plan, and Personal Sales Action Plan.