

Elevating Sales: The Shift from Transactional to **Consultative Sales Strategy**

Sales strategies are evolving in response to changing consumer behaviors and digital advancements. Let's explore the transition from transactional to consultative sales. especially in the digital space.





Understanding **Transactional Sales**

Buyer's Perspective

Buyers prioritize the product/service, emphasizing price and features.

Seller's Perspective

Closing deals in smaller point solutions rather than understanding customer needs.

Understanding **Consultative Sales**

Buyer's Perspective

Seller's Perspective

Buyers prioritize partnership and tailored solutions over product features and price.

Building trust, providing value, and fostering long-term relationships.

Gallup highlights that clients need you for what you sell and how you sell, emphasizing the significance of the sales process in consultative selling.

Why Consultative **Selling Matters?**

- Tailors solutions to specific \bigcirc customer pain points.
- \bigcirc Establishes credibility through valuable insights.
- \bigcirc Fosters loyalty with ongoing support.
- Ensures a long-term valued partnership. \bigcirc

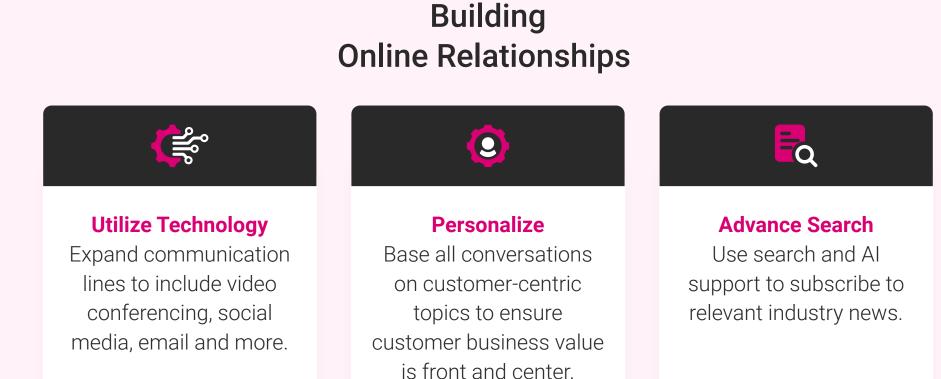




Shifting Perspectives: From Seller to Consultant

- Move from product-centric to $\langle \cdot \rangle$ customer-centric problem-solving.
- Develop empathy, active listening, and expertise.
- Establish recognition as a valued \bigcirc partner, knowledgeable in the customer's business.
- Prioritize continuous learning $\langle \checkmark \rangle$

Many sales professionals struggle to move beyond pitching their products or services to providing solutions connected to customer business outcomes. (Harvard Business Review)



By 2025, Gartner expects 80% of B2B sales interactions between suppliers and buyers to occur in digital channels.

Transactional vs Consultative Sales

Aspect	Transactional Sales	Consultative Sales
O	Closing small	Understanding
Focus	deals quickly	customer needs

E Interaction	Limited customer engagement	Meaningful, personalized interactions
Goal	Short-term transactions	Long-term relationships
Approach	Product-centric pitches	Putting the customer first
Tools	Basic sales techniques	Utilization of digital tools for personalization

Customers demand partners who understand their needs, making consultative sales crucial. By embracing consultative selling, we transition from product pitches to tailored solutions, fostering deeper connections. Our training, built on REAL Selling, is fully customizable to your business.

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