



# CENTRAL PIEDMONT COMMUNITY COLLEGE

## CORPORATE & CONTINUING EDUCATION

**Course Number:** CCP 7001  
**Course Title:** Selling Services and Solutions  
**Course Hours:** 16

*Last Revised On:*

### **Description:**

Selling a service is very different from selling a product. This is especially true in terms of selling consulting services. From prospecting for an opportunity, defining the service and "deliverables", writing a clear, well organized, "defensible" proposal to closing the deal, each step in the process is critical to success. Highlights include marketing the intangible, selling professional services, proposal development, negotiating fees, closing the deal, and pre and post client interaction.

### **Objectives:**

- Explore Service Quality in relation to marketing and selling professional services
- Explain concept of selling the "intangible"
- Examine the basis for the sales goals and the strategy for meeting those goals
- Demonstrate the stages of a consultative selling approach
- Explore innovative methods to customize the services for various client markets
- Explain how to define and control scope
- Develop a sample proposal using benefits and values language
- Explain the relationships between risks in marketing strategies and the competitive position and strategy
- Identify methods to control, reduce or eliminate risk
- Explore diverse methodologies, approaches and share successes in fee negotiations
- Recognize and understand responses of fear and resistance
- Develop feedback/debriefing format to use following marketing and sales interactions with clients

### **Content:**

- Opening and Introduction to Session
  - Introductions
  - Agenda overview
  - Icebreaker
- Session Introduction
  - Define the expectations of participants
  - Define roles and responsibilities of participants and instructor
- Professional Service Quality
  - Understand Service Quality principles and relate them to selling professional services
  - Explore and understand each of the 5 constructs of Service Quality in relation to marketing and



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- selling professional services
  - Examine potential gaps in Service Quality related to the sales process
  - Generate a list of potential service quality gaps in small group exercise
  - Provide insight into setting the right expectations during the sales process to ensure Service Quality
  - Examine the relationship of services sales to service delivery
- Selling Skills “Self Assessment”
  - Examine the individual’s sales skills and acumen through individual exercise
  - Discuss “gaps” between current skills and individual goals
- Marketing the Intangible
  - Understand concepts of selling the Intangible
  - Examine the basis for the quality standards of the firm as well as who sets the standards
  - Examine the driving forces of marketing and sales in the organization; meeting acceptable standards, answering customer needs and expectations
  - Review and discuss the current sales strategy and service delivery in relation to the goals of the firm
- Selling the Company’s Services
  - Understand the company’s sales goals
  - Examine the basis for the sales goals and the strategy for meeting those goals
  - Develop directions and ideas on how and where to surface additional needs
  - Learn how and where to listen and interpret client’s perceptions of needs
  - Discuss and practice thinking and probing “out of the box”
  - Understand how the prospect’s need for the company’s services is identified
- The Sales Process
  - Learn/review service sales methodology
    - Identifying new contacts
    - Setting the stage and preliminary actions
    - Understanding client needs
    - Aligning the company’s services with the client’s needs
    - Presenting the solution
    - Closing and obtaining commitments
  - Understand the stages of a consultative selling approach: analyze, diagnose, drawing conclusions, presenting approach, closure, evaluation
  - Examine price versus cost and the importance of selling value
  - Examine the interpersonal competencies needed for effective selling
  - Examine selling approaches for continuing versus new clients
  - Examine the 4 P’s in marketing: Product, Place, Promotion, Price



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- Learn the importance of and approach to sales planning
- Developing and Demonstrating the Solution
  - Learn to recognize the service needs of various client markets
  - Explore innovative methods to customize the services for various client markets
  - Learn the importance of selling a “solution” as opposed to a product or service
- Defining and Controlling Scope
  - Review and understand the relationship between scope and Service Quality
  - Understand common client perceptions and interpretations of the scope
  - Investigate potential expectations and concerns of the client
  - Understand the impact of aligning the service need to the client’s business: competitive ability, Service Quality, market position, customer satisfaction, morale, etc.
  - Recognize the importance of clarifying the service needs and benefits with the stakeholder
  - Develop a sample project scope
- Proposal Development
  - Review the relationship of the project proposal content to the delivery of Service Quality
  - Understand how to clarify and define client expectations related to proposed services and service delivery
  - Review and understand how project scope is developed and the typical contents
  - Learn to present “benefits and value” as opposed to listing features
  - Develop a sample proposal in a small group exercise
- Defining and Managing Risk
  - Understand critical success factors in selling services to current and prospective clients
  - Review and discuss the potential risks related to marketing and selling intangibles
  - List the risks associated with each step of the service marketing process
  - Explore how the risks affect the 5 constructs of Service Quality
  - Learn the relationships between risks in marketing strategies and the competitive position and strategy
  - Identify methods to control, reduce or eliminate risk through group exercise
- Negotiating Fees
  - Understand the impact of fee negotiations on the delivery of Service Quality
  - Understand the need to confirm who the “real” client is
  - Determine methods to ensure mutual consent and valid consideration
  - Develop confidence in asking the standard rate
  - Discuss the current reputation in the industry related to fees
  - Explore and share diverse methodologies, approaches and successes for fee negotiations
  - Discuss and learn differences in strategy for new and existing clients



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- Learn to identify common client expectations and concerns related to fees
- Analyze strategy for negotiating fees to improve profit position during small group exercise
  
- Getting the Order
  - Learn to recognize and understand responses of fear and resistance
  - Practice methods of turning unwanted responses into benefits or opportunities
  - Explore the causes and symptoms of unwanted responses
  - Using the “trial close” to surface issues and uncertainty
  - Learn to select and prepare the appropriate approach; timing, contact person, presentation method, etc.
  - Understand how to prepare for managing resistance, objections and the unknown
  - Explore differences in presenting the service for new clients versus existing clients
  - Learn to present the service need in relation to competitive and marketing strategies
  - Understand how to recognize and manage outcomes
  
- What Happens Now?
  - Examine the appropriate frequencies for selling additional services for different client types and individuals
  - Share methods of how to prevent and manage low motivation, objections, counter offers and the unknown
  - Develop feedback/debriefing format to use following marketing and sales interactions with clients
  - Create a “30 Second Commercial” for one service offering
  
- Pre- and Post-Client Interaction
  - Understand the alignment between the client’s expectation and their actual experience with the service sold
  - Discuss the investment and commitment to maintaining the client relationship
  
- Session Closing
  - Review of Lessons Learned and how to apply them
  - Reinforce commitments for continued professional development
  - Questions and Answers
  - Evaluation of session and content

### Prerequisites:

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### Method of Instruction:

- Lecture, Discussion, Role Play, Demonstration



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**Evaluation:**

- Participation and demonstration of skills