



Customer-First Consultative Selling Training Course

19 – 23 April 2027
Madrid

Customer-First Consultative Selling Training Course

Ref: 712_154357 **Date:** 19 – 23 April 2027 **Location:** Madrid **Fees:** 5700 Euro

Overview

Customer-First Consultative Selling Training Course is a five-day intermediate course for sales managers, account managers, business development professionals, and customer-facing commercial teams who leave with a Customer-First Opportunity Conversation Pack. Participants use buying context, consultative discovery, value hypotheses, solution alignment, and mutual next-step planning to replace premature pitching with evidence-led commercial conversations. Agile Leaders Training Center treats customer-first consultative selling as a disciplined buyer-decision practice.

Who Should Attend

- Teams responsible for leading customer discovery and opportunity diagnosis
- Teams responsible for aligning solutions with business needs and outcomes
- Teams responsible for developing evidence-based commercial proposals
- Teams responsible for diagnosing objections and decision barriers
- Teams responsible for coordinating stakeholder commitments and next steps

The course assumes participants already conduct customer-facing sales conversations and leaves out generic sales fundamentals, account planning, customer experience management, negotiation tactics, and product demonstrations.

Departments and Industries

The course supports departments and industries where commercial teams must connect customer evidence with buying decisions.

- Sales, business development, solution consulting, and commercial operations
- Technology, telecommunications, professional services, and digital platforms
- Banking, insurance, healthcare services, and education services
- Industrial services, logistics, and business-to-business distribution
- Customer solutions and partner-facing commercial teams

Learning Objectives

By the end of this course, participants will be able to:



- Analyze buying context and stakeholder priorities
- Apply consultative discovery question structures
- Diagnose customer needs, impacts, and decision barriers
- Build customer-stated value hypotheses and solution links
- Evaluate objections through evidence and concern categories
- Use mutual next-step plans to advance decisions

Course Agenda

Day 1: Buyer Context and Opportunity Evidence

- Buying Context Preparation Canvas
- Stakeholder Role and Priority Map
- Opportunity Evidence Inventory
- Customer Assumption Register
- Conversation Objective Planning Sheet

Day 2: Consultative Discovery and Diagnosis

- Discovery Question Funnel
- Need and Impact Analysis Matrix
- Active Listening Evidence Notes
- Customer Problem Statement Method
- Decision Barrier Diagnostic Map

Day 3: Value and Solution Alignment

- Customer Value Hypothesis Canvas
- Desired Outcome and Success Criteria Map
- Solution-to-Need Alignment Matrix
- Evidence-Based Value Narrative
- Stakeholder Value Comparison Grid

Day 4: Proposals, Objections, and Commitment

- Customer Evidence Proposal Structure
- Objection Category Diagnostic Guide
- Concern Validation Question Set
- Decision Evidence Checklist
- Mutual Next-Step Planning Template



Day 5: Consultative Selling Practice

- Exercise: Prepare a Buyer Context Brief
- Exercise: Lead a Consultative Discovery Conversation
- Exercise: Present a Customer Value Hypothesis
- Exercise: Diagnose an Objection and Agree Next Steps
- Capstone: Customer-First Opportunity Conversation Pack

Practical Exercises

The course uses technology, professional-services, healthcare, and industrial-service cases to connect discovery evidence with commercial decisions.

- Suggested activity: prepare a buying-context brief and map stakeholder priorities for an active opportunity.
- Suggested activity: conduct a discovery conversation and record needs, impacts, assumptions, and decision barriers.
- Suggested activity: align a proposed solution with customer-stated outcomes and build an evidence-based value narrative.
- Suggested activity: diagnose an objection and agree a mutual sequence of accountable next steps.

FAQs

Who suits customer-first consultative selling training, and what does it assume?

Sales, account, business development, solution, and commercial practitioners suit the training; it assumes regular participation in customer-facing opportunity conversations.

How does customer-first consultative selling differ from general sales skills training?

Customer-first consultative selling structures discovery, diagnosis, value alignment, objections, and mutual next steps around buyer evidence, while general sales skills training covers a wider range of foundational behaviors.

What makes a consultative discovery conversation customer-first?

A customer-first discovery conversation begins with buying context, uses purposeful questions and active listening, tests assumptions, traces business impact, and records the customer's own priorities and success criteria.

How should customer value hypotheses be tested?

Customer value hypotheses should be tested against stated needs, desired outcomes, stakeholder priorities, supporting evidence, solution fit, and explicit customer feedback before they shape a proposal.



How does a mutual next-step plan advance a buying decision?

A mutual next-step plan advances a decision by recording agreed actions, owners, evidence required, stakeholder involvement, dependencies, and acceptance conditions for the next commitment.

Conclusion

Participants leave with a Customer-First Opportunity Conversation Pack containing context briefs, stakeholder maps, discovery questions, diagnostic records, value hypotheses, solution links, objection guides, and mutual next-step plans. The pack replaces product-first pitching with evidence-led buyer conversations. It also creates traceable links between customer needs, value, solution fit, and decision progress.