



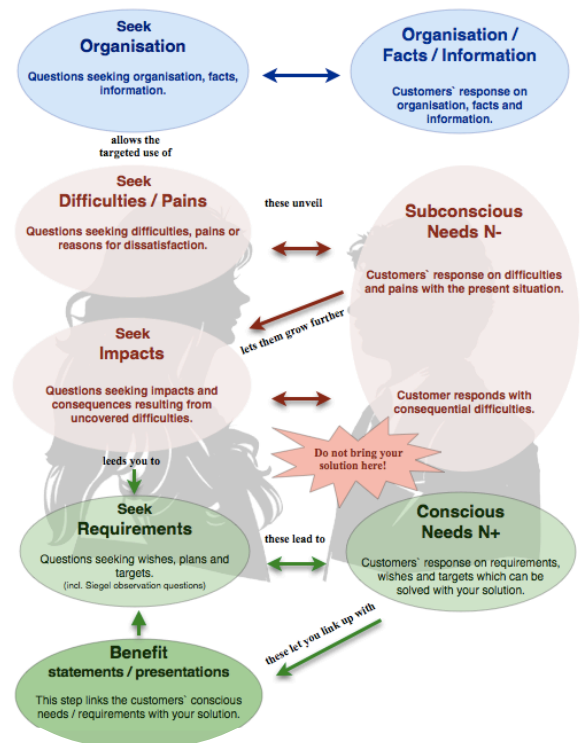
# Consultative selling ODIR®

This course offers a sales method based on identifying the customers' needs through the development of **conscious** and **unconscious needs**, aiming at using each opportunity at the right time and leading to higher results and to the development of longterm relationships with the customers.

## The ODIR® steps to successful sales:

- **Seeking information – Techniques and methods.**
- **Seeking problems – Conscious needs.**
- Questions seeking **impacts** and consequences resulting from uncovered difficulties – Unconscious needs.
- **Seeking requirements** and defining the complexity of the required solution.
- **Benefit statements** – presenting solutions and detailing services to be offered.

## The ODIR® Model



*The ODIR® (Organization, Difficulties, Impact, Requirements) Sales Training model develops new key behaviors which help to recognize and develop the needs of customers more effectively, thus guaranteeing long term sales success.*

**US\$1'270.00** Price per person for 2 days incl. one e-estimate® Personality Profile

