

Consultative Selling Skills - The PULSE Model

Cheat Sheet

POSITION



Show The Value
Establish The Trust
Build The Credibility

UNDERSTAND



Ask Questions
To Uncover:

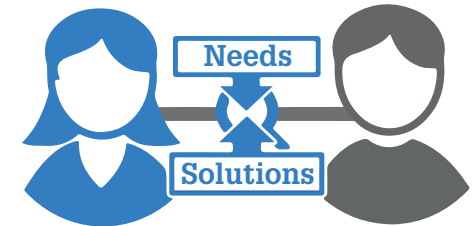
Business Situation

Problems

Needs

LEVERAGE

Involve Them In
Exploring The Impacts
Of Needs & Solutions



SOLUTION



Decide On The Best
Solution For Their Needs

EVOLVE

Move The Sale Forward!

