



### **Workshop on Consultative and Digital Selling Master-class**

February 2 – 6, 2026, 1<sup>st</sup> Run: Lagos & Port Harcourt

August 3 -7, 2026, 2<sup>nd</sup> Run: Lagos & Abuja

**For Tutor -Led Class:** 9am – 4:30pm

**Workshop fee:** Lagos: N350, 000,

Abuja / Port Harcourt: N400, 000 per Participant

**Delivery Mode:** In-person / Live Virtual / Hybrid

**Online course fee:** N300, 000 per Participant

**Available for In-plant Training**

**700 USD for foreign  
Participants**

### **Program overview:**

Consultative selling is a sales approach that shifts focus away from the product a company is selling and instead focuses on the needs of the customer they want to sell to. 'Solution' is an often-overused word here, with sales teams tending to think and talk in terms of which of their products will be the solution. However, that isn't all there is to consultative selling.

When used in combination with content marketing, the approach means that marketing and sales together have a really good and close look at their leads and how they behave. They then use this intelligence to move a buyer towards a conversion. The key ingredients to success are getting sales and marketing working together, utilizing technology and developing a customer-centric culture.

### **For whom:**

This program is designed for Sales reps, sales supervisors/managers, and account managers who would like to master tactics, selling modes, and embrace futuristic sales practices using digital initiatives that are the foundation of successful modern selling. The course is also beneficial for people who are involved in commercial activities at all levels of the organization.

### **Learning objectives:**

At the end of the course, participants will be able to:

- \* identify the changing strategic and operational demands on the sales function with acquired knowledge and skills;
- \* master the process of consultative selling to manage the customer buying process based on the application of different selling modes;
- \* devise sales plans and use various forecasting models to better handle internal and external customers' expectations;
- \* develop marketing initiatives to attract and retain the best buyers; and
- \* use digital selling to generate leads, increase conversion rates, and embrace the technology needed to grow and engage accounts.

### **Course outline:**

#### **Day 1: Selling in the new millennium**

- The new selling landscapes
- Evolution of personal selling

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogba Industrial Scheme, Ogba, Ikeja – Lagos

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- The new sales competencies,
- Future trends in selling
- The personal selling profiles
- Consultative selling:
  - process and modes
  - Product-selling versus consultative selling

#### **Day 2: Mastering the consultative selling process:**

- Rapport, needs analysis, Solution, Propose, Close, Service
- Different consultative selling modes:
- Value-based selling, SPIN selling
- Cross-selling and up-selling techniques

#### **Day 3: Sales planning and forecasting**

- The importance of setting a sales plan
- The components of a sales plan
- Sales forecasting guiding principles
  - The importance of qualitative and quantitative data
  - Sales forecasting techniques:
  - Computing the seasonality index
- Breakthrough sales negotiation
  - Negotiation versus persuasion, the critical rules of negotiation
  - Preparing the 'negotiation envelope', Concession management, Negotiation tactics

#### **Day 4: Marketing initiatives for sales people**

- The difference between sales and marketing
  - Push versus pull strategies
- The role of marketing in supporting sales,
  - the seven 'musts' of marketing
- Marketing tips for getting the best buyers
- How to deal with buyer behavior styles

#### **Day 5: Digital selling strategies: lead generation and campaigning**

- Facebook for business, capturing leads and driving traffic
  - Converting leads to sales
  - Customizing your page to engage with clients and prospects
  - Facebook advertising campaigns
- LinkedIn for business
  - 21 LinkedIn tips for professional networking, business, and marketing
  - LinkedIn etiquette
  - Finding leads and prospects and connecting with the
  - LinkedIn advertising – using LinkedIn ads to generate leads and sales
- LinkedIn tools to promote yourself and your business

#### **Training Methodology**

Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teaching/learning methods.

#### **LOCATIONS**

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 – FAB By Toprank Hotel, Opposite Old Federal Secretariat Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

In-plant Fee Negotiable

#### **WORKSHOP FEE:**

**Workshop fee: Lagos: N350, 000 per Participant, VAT-N26,250  
Abuja / Port Harcourt: N400, 000 per Participant, VAT-N30,000**  
Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814  
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