

Five Ways to Modernize Your Consultative Selling



Hosted By: Lauren Bailey

Sales Shots served from **THE BAR**





FACTOR8.COM
HELPING SELLERS ACROSS
INDUSTRIES SUCCEED.



JOIN US AGAIN!



30-minute

Tip-rich

Served Monthly

Rep, Manager, Leader

Free!

Upcoming Workshops

- How to Make Sales Training Stick and Drive Behavior Change - April 16th, 2026
- How to Get Prospects to Pick Up the Phone (Without Being Pushy) - May 20th, 2026

Register: factor8.com/shots/

SELL WITH CONFIDENCE AND CLOSE MORE DEALS

CONSULTATIVE SELLING CERTIFICATION

LEARN HOW TO:

- ✓ Build trust and rapport
- ✓ Lead effective discovery calls
- ✓ Ask high-value questions
- ✓ Customize demos to buyer needs

RESULTS YOU'LL GET:

- ✓ Increase conversion rates
- ✓ Shorten sales cycles
- ✓ Grow deal sizes
- ✓ Improve buyer engagement

12 COURSES:

- Authentic (And Quick!) Rapport Building
- Demos That Don't Suck
- Engaging Your Customers
- Expert and Empathetic Listening Skills
- Getting Deals Moving
- My Role As A Consultative Seller
- Question Like A Pro
- Running a Killer Sales Meeting
- Selling With Stories
- SWIIFTSM Discovery Dialogue
- Uncovering Sales Opportunities
- What Customers Care About



"This was the **best training** I have ever gone through. Everything was **ACTIONABLE** with no confusing rubric. It dealt with **REAL WORLD** situations. I can't recommend Factor 8 enough!"

[FACTOR8.COM/CONSULTATIVE](https://factor8.com/consultative)

USE CODE MAR26 FOR 20% OFF!

SALES SHOT #1



Hard to Swallow

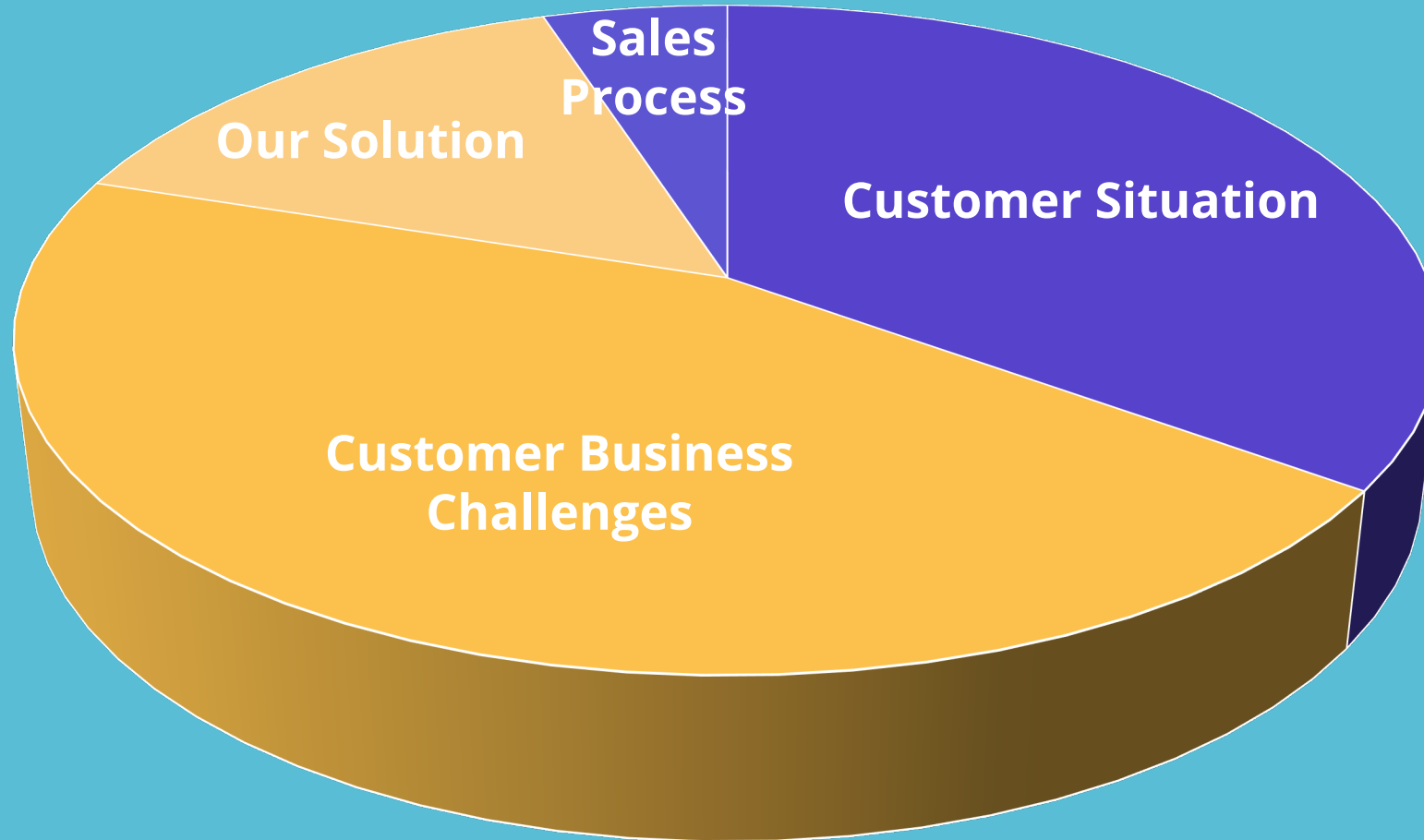
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Customer's Goals Aren't:

- To Spend A Long Call With You
- To Learn Everything About Your Product / Service
- To Be In Your Pipeline

What Customers Want in 2026

Sales Conversations



■ Customer Situation ■ Business Challenges ■ Your Solution ■ Sales Process

What Customers Want in 2026

- ✓ *Consultative approach*
- ✓ *No product pitching*
- ✓ *Not order taking*
- ✓ *Listen to specific needs*
- ✓ *Tailor solutions*
- ✓ *Solve my business problem*
- ✓ *Personalized guidance*
- ✓ *Unique perspectives*
- ✓ *Avoid landmines*
- ✓ *Active listening*
- ✓ *Transparency*
- ✓ *Empathy*

53%

OF CUSTOMER LOYALTY

IS DEPENDENT ON THE

CUSTOMER EXPERIENCE

WITH SALES REPS

- CEB

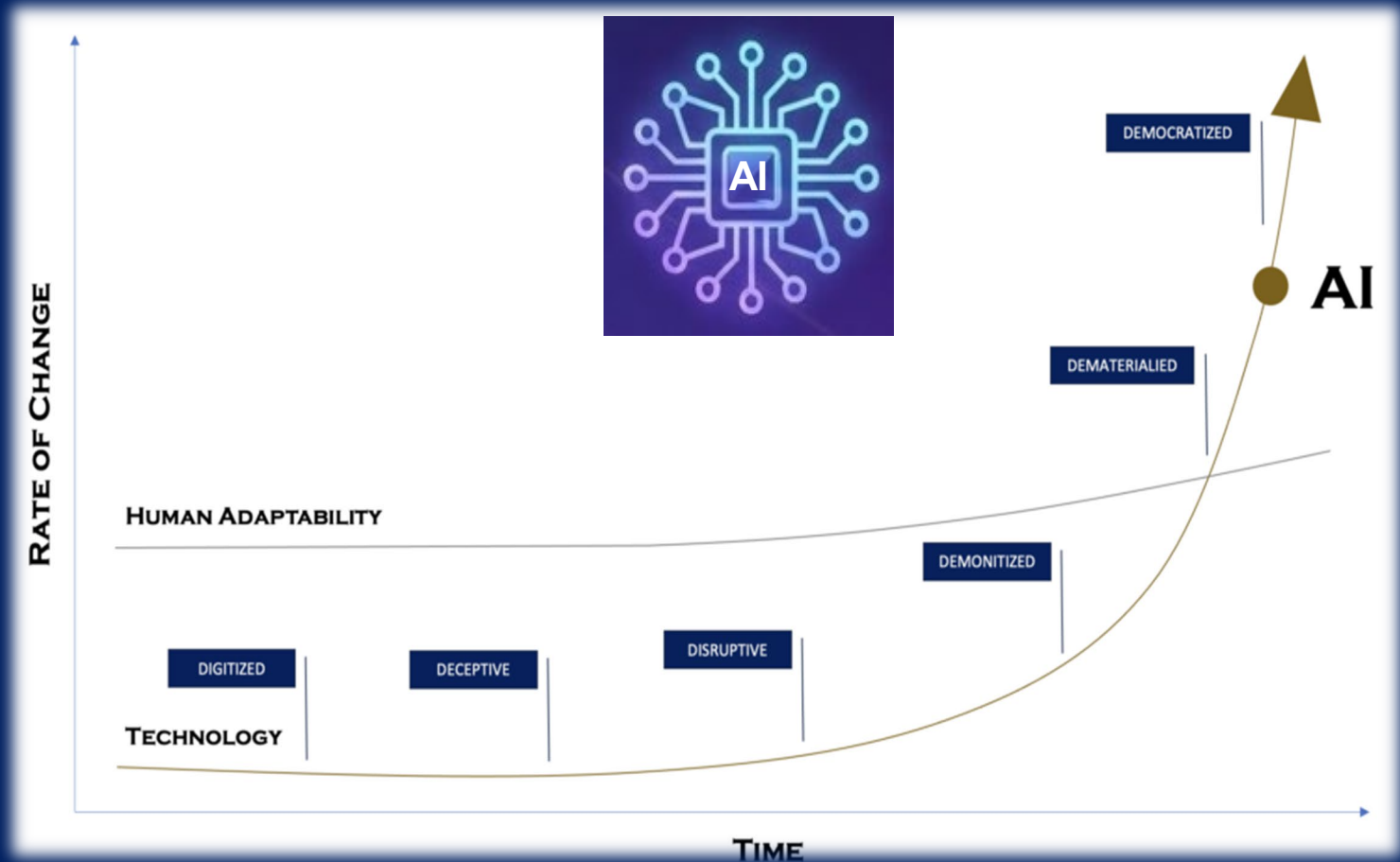
SALES SHOT #2



Go faster

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Working With Customers in 2026 . . .



Guiding Today's Customers Through the Sales Process



***Tell Me About Where You Are In
The Process***

Best Next Steps Are Usually...

SALES SHOT #3



Hold it...

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SALES #1 MISTAKE

=

PREMATURE PITCHING

SALES SHOT #3



Hold it...

www.factor8.com

SALES #1

TOOL

=

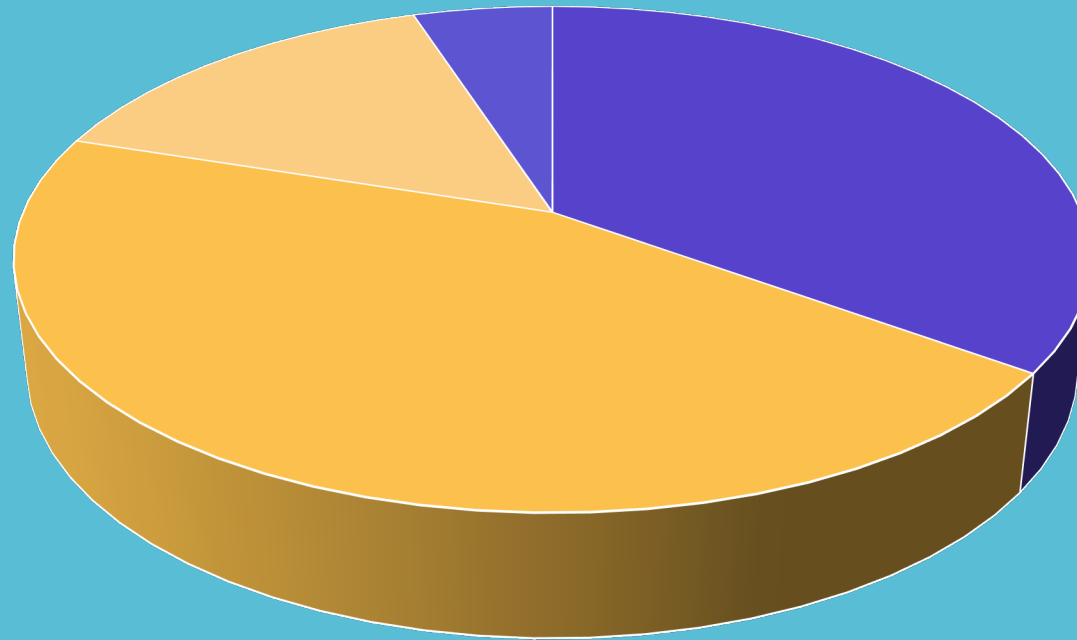
QUESTIONS

Sales Questions Teach Us

- ✓ *Ideal future state*
- ✓ *Are they qualified*
- ✓ *If they're looking*
- ✓ *What's most important?*
- ✓ *Why they're looking*
- ✓ *What's the emotion behind?*
- ✓ *What they need*
- ✓ *Who's the competition?*
- ✓ *How they'll use it*
- ✓ *How we sell it*
- ✓ *What they do today*
- ✓ *How we win it*

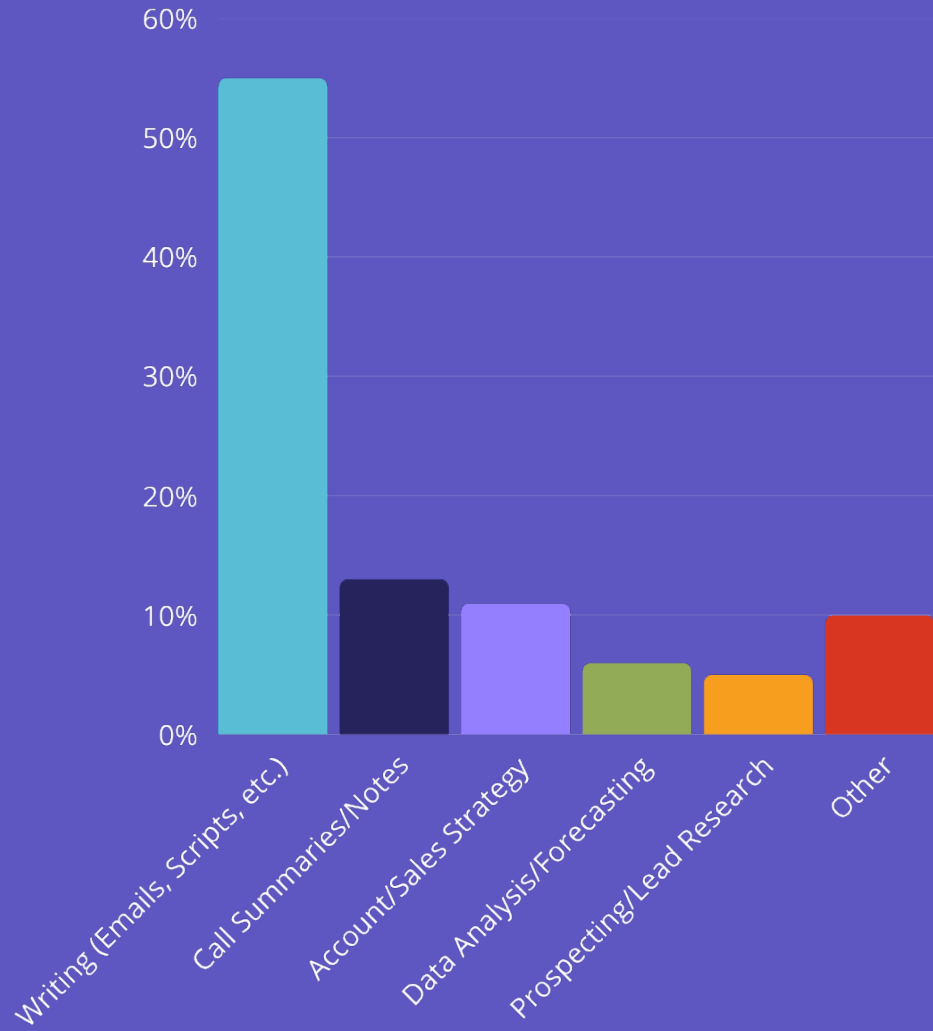
Sales Questions Teach Us The Customer

Sales Conversations



■ Customer Situation ■ Business Challenges ■ Your Solution ■ Sales Process

How Are **Reps** Using AI Today?



Top Uses:

- Writing emails / scripts
- Call notes
- Account / Sales Strategy
- Forecasting / Analysis
- Lead Research



DOWNLOAD SURVEY #1 HERE:
THE CURRENT STATE OF SALES

How Can AI Help Consultative Questioning?

ChatGPT ▾

CRO / Chief Revenue Officer

Top 3 Challenges

1. Revenue predictability

- Forecasts are inconsistent.
- Deals slip late.
- Pipeline quality varies dramatically by rep.

2. Scaling performance across the whole team

- A few top performers carry the number.
- The middle 60–70% of the team is inconsistent.
- Coaching quality varies widely by manager.

3. Aligning sales motion to the modern buyer

- Buyers are harder to reach and more skeptical.
- Reps rely on outdated tactics (pitching vs diagnosing).
- Sales cycles are longer and involve more stakeholders.

Discovery Questions

1.

“Where are you seeing the biggest inconsistency in your revenue engine right now — pipeline quality, deal progression, or rep performance?”

2.


“When you look at your team, how big is the gap between your top performers and the middle of the pack?”


These questions signal you understand **revenue predictability and distribution of performance**, which are CRO-level concerns.

How Can AI Help Consultative Questioning?

Grw ×


Select your coach



 LB


 Taylor

TIP | Just mention a deal and I'll look it up. Still want to select one? + CRM below

LB, look at my next 10 meetings and help me prepare good SWIFT Discovery Dialogue questions for the decision makers using that include the most prevelant industry trend they are experiencing specific to their company's industry, the five most common challenges faced by people in their role or with simiar titles, questions about their situation to see if it is similar to our ICP situtaion and the situation of our top customers, as well as uncovering their top SWIFT Six benefit.

+ CRM Quick Emails Attach 

Sales Training  weaker evidence

SALES SHOT #4



Self reflection

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When Are We Being Consultative?

(And when aren't we?)

SDR Opportunities

- How many employees there?*
- What are you using today?*
- When are you looking to buy?*
- Who else is involved?*
- What are the decision criteria?*
- What do you like about it now?*
- What could be better?*
- What's your definition of good?*
- What are you trying to solve?*
- What have you tried before?*

Not Consultative



1
Qualification Only

4
Giving the Same Demo

2
2:00 SDR Calls

5
Don't Know Biz Challenge

3
Intros = Value Prop

6
Sending Product Fact Sheets

Consultative Selling Quick Checks:



Who's talking more?



What % of time is spent on their business challenges?



Can you identify like-clients / case studies?



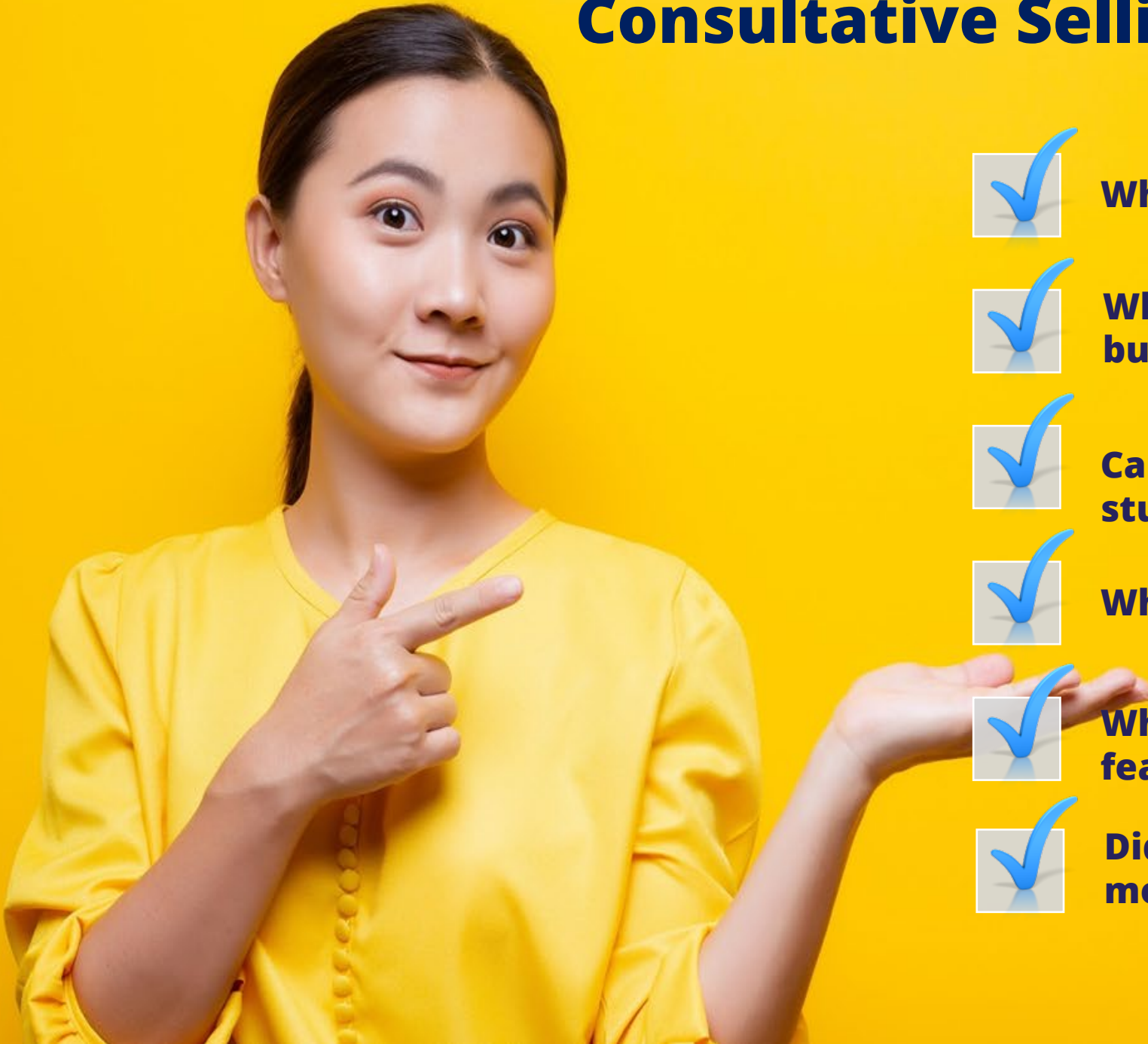
What is the ideal future state?



What's the most important feature/function?



Did you uncover what they value most?



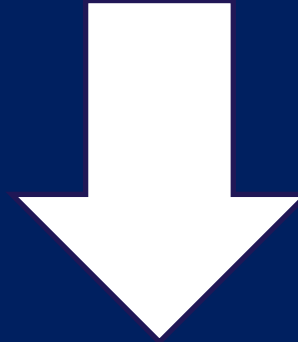
SALES SHOT #5



Go Next Level

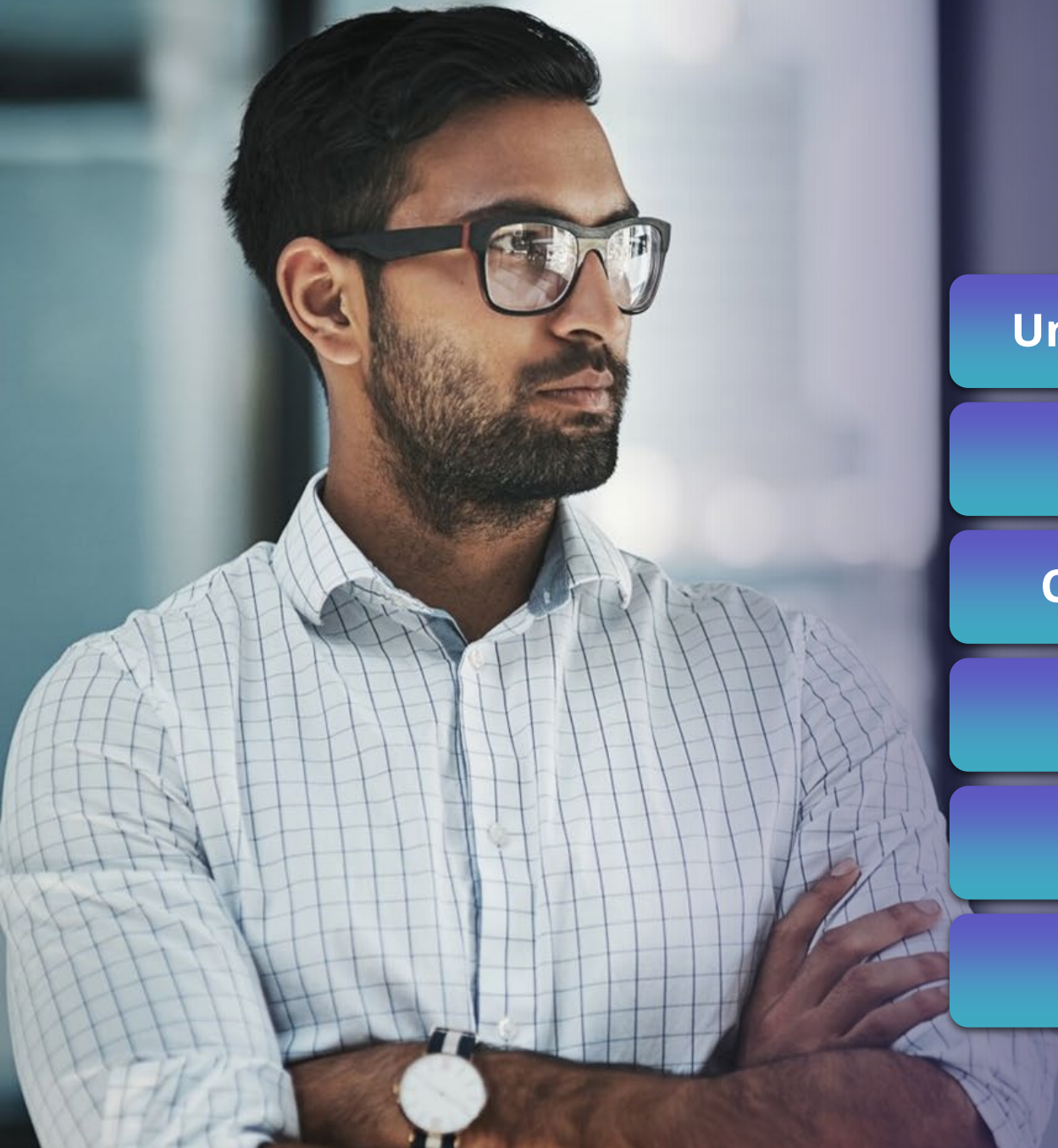
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Personalization



Personality

THE TRUST SCALE



Unconditional Trust

Trusted

Conditional Trust

Considering

Mistrusting

Distrusting

Relationship

Rapport

A close-up photograph of two hands clasped together in a firm grip. The hands are positioned diagonally across the frame, with the fingers of one hand interlocking with the fingers of the other. The skin is a natural, light brown color, and the texture of the skin is clearly visible. The background is a solid, deep blue color. The text 'Differentiator:' is overlaid in white, bold, sans-serif font in the upper left quadrant. The text 'HUMAN CONNECTION' is overlaid in a larger, white, bold, sans-serif font across the center of the image.

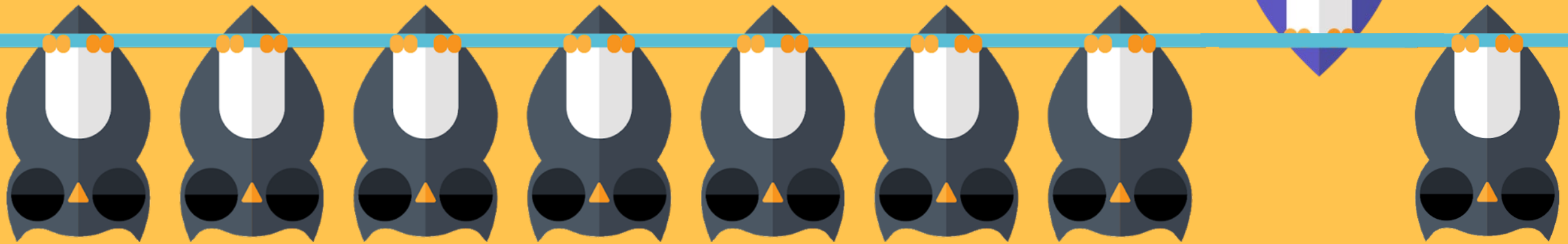
Differentiator:

HUMAN CONNECTION

Let your freak flag fly.

- Seth Godin

freak



**Bonus
Chaser!**



**GET ON
THE
(Damn)
PHONES!**

What I Do vs. What Works



**WHERE MOST REPS
FOCUS THEIR OUTREACH**

EMAIL

(66%)



**WHAT ACTUALLY CONVERTS
(MEETINGS, DEALS, ETC.)**

PHONE

(53%)

SALES SHOT #6



Be SWIIIFT!

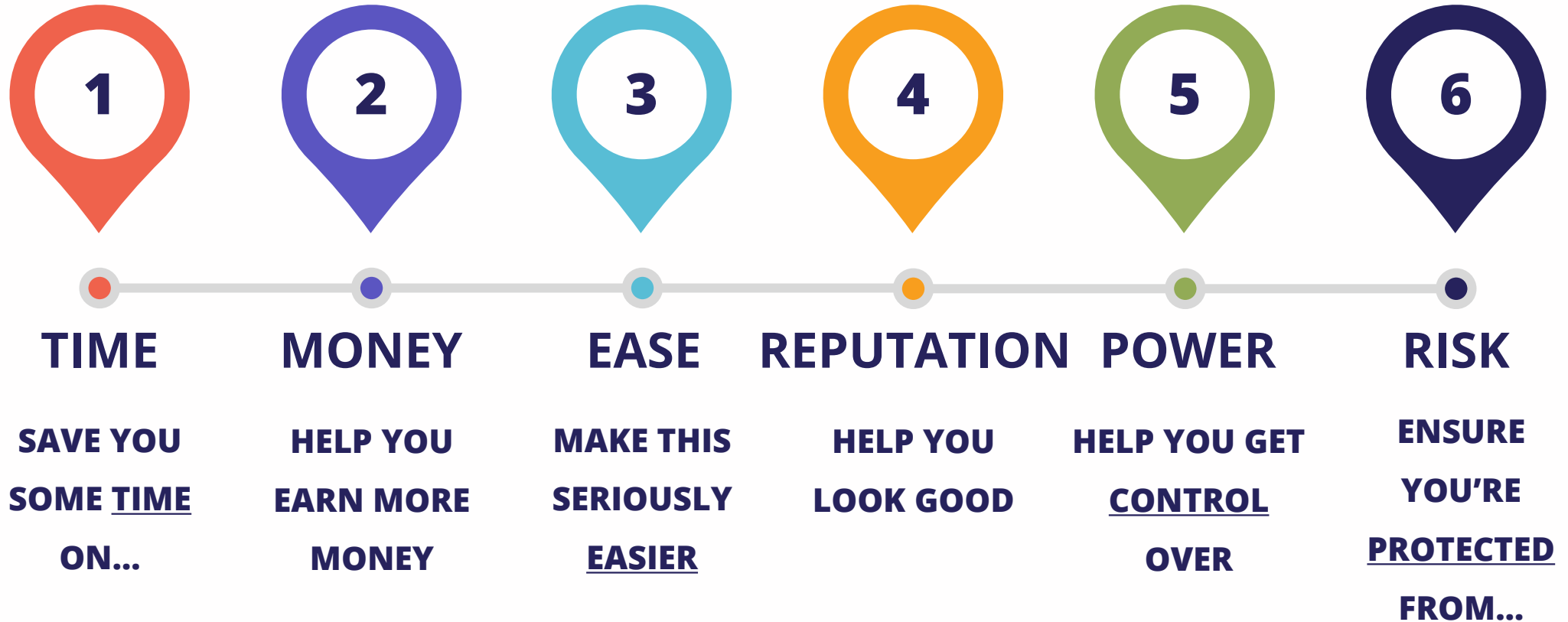
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UNCOVER MORE THAN NEEDS

- Uncover the Need for Your Differentiators
- Uncover their SWIIFT Value

The Factor 8 SWIFT Six

So What's In It For Them?



**Buyers will choose to work with sellers
who are 1st to add value**

74%



**Go with First To
Add Value**

- CVI

FEATURE | FUNCTION | BENEFIT

SWIFT



FEATURES

FUNCTIONS

BENEFITS

FEATURE | FUNCTION | BENEFIT

SWIFT

FEATURE

FUNCTION

BENEFIT

The Flux Capacitor

Back to the Future

You can spend



**BACK
TO
THE**

FUTURE

time with your

loved ones again

MY FEATURES FUNCTIONS & BENEFITS

FEATURE

**We heavily involve
managers in training**

FUNCTION

**They coach, support,
measure so
New skills stay alive**

SWIFT



BENEFIT

**Increased Revenue
Better ROI**

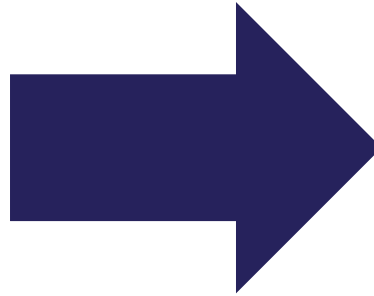
TURN THE SWIIFT SIX INTO VALUE QUESTIONS

POSSIBLE BENEFITS

Increased ROI

Save Manager time

Make job easier



SWIIFT VALUE DISCOVERY QUESTIONS

- Tell me about how well past training stuck and moved the needle?
- Why is it important is it that managers coach new skills?
- What's the most important outcome for you after training?

Bonus Chaser!



***Does your sales team know
what business challenges you solve
and what questions to ask
to uncover them?***

BENEFIT | SITUATION | QUESTION

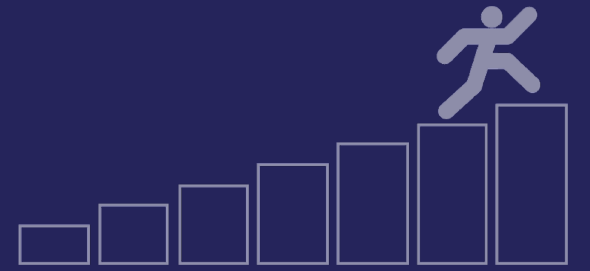
BENEFIT



SITUATION



QUESTIONS



BENEFIT | SITUATION | QUESTION

BENEFIT

Factor 8 licensing saves us money when doing back-to-back new hire training classes.

SITUATION

Company is growing
Org has high attrition
Org has trainers

QUESTIONS

How often are you running new hire onboarding each year?

Tell me about growth in the next 3 years.

SALES SHOT #7



Look Mom, no hands!

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DON'T TOUCH MY BASE

- Every touch should add value

Consultative Nurture “Touches”

1. New content tips/ trends.
2. Content share.
3. Introduce someone new.
4. Share a case study.
5. Attend with me?
6. Resource share.
7. Get their expertise.
8. Question share
9. Job openings.
10. Available talent.
11. Technology share.
12. New business lead.
13. Statistic.
14. Quick question.

Bonus Chaser!



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Where Do We Go From Here LB?

Need to jump? Book a quick meeting



Lauren Bailey

LB@Factor8.com

Follow on LinkedIn

State of Sales Report: *What Skills Do We Need?*

96% of reps lack confidence in what they're getting in skills development right now.

Reps Want:

1. Prospecting
2. Time Management
3. Demos

Leaders Want:

1. Building Value
2. Managing Time
3. Improving Discovery

DOWNLOAD GUIDE:
BEST-IN-CLASS SALES TRAINING



Factor 8 Services



Sales Skills Training, Coaching, & Certifications that sticks and gets results for all virtual sales roles including:

BDR/SDR | AE | ISR | AM | IB | CXS | Sales Team Lead | Sales Manager

SMB Customers

DIY



Mid Market

Fractional Outsourcing



Large Enterprise

Content Licensing & Coaching



SMB: CERTIFY YOUR TEAM FOR UNDER \$800

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USE CODE MAR26 FOR 20% OFF!

Outsource Sales Training: A Custom Solution



We Start With The Business, Not The Binder
Built for your reps, your goals, your market

- Sales Skills Assessment
- New Hire Training Plan
- Custom Long Term Enablement Plan
- Career Paths
- Monthly Training
- Manager Coaching & Support + Custom Delivery =

New Skills Are Applied...Reps Improve...Revenue Increases



Reps Don't Watch, They Practice
Training with Factor 8 means real practice, real calls, real coaching, and reps learning by doing – together.

There's no faster way to build competence & confidence

RESULTS YOU CAN EXPECT WHEN OUTSOURCING



20% more calls > 10:00
35% more call backs

**21% increase in
close rates!**

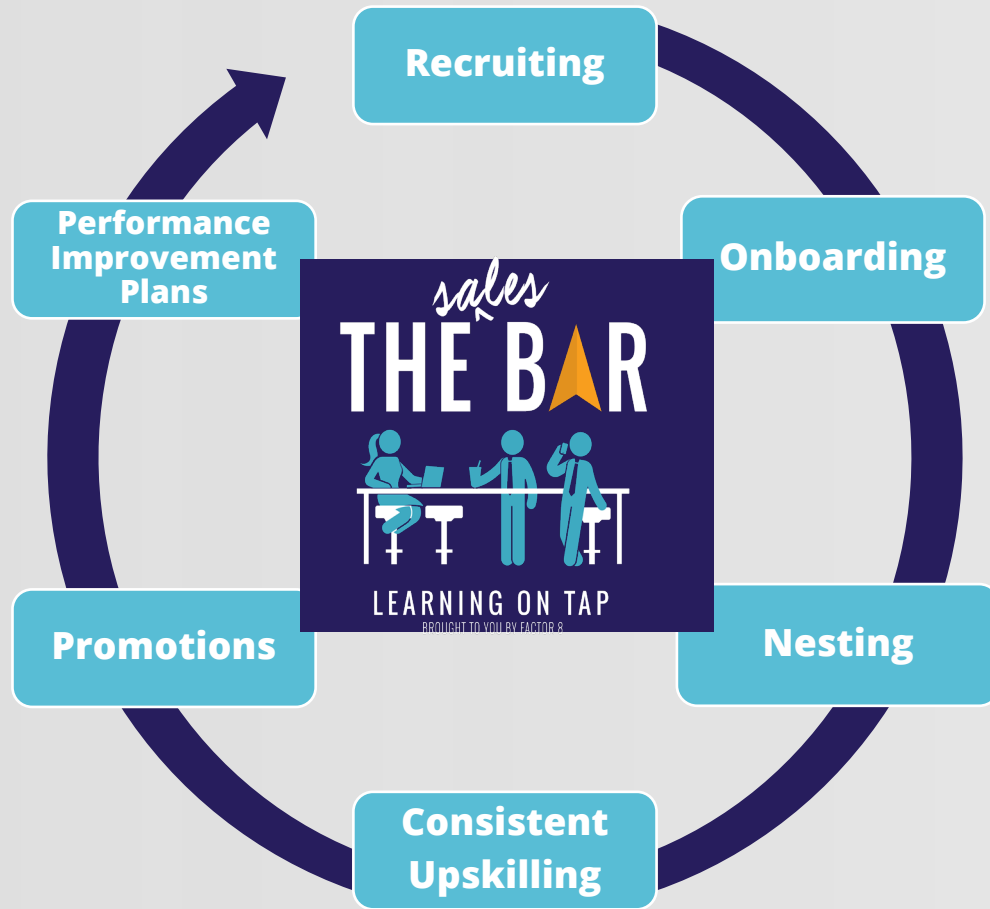
46% increase in
BDR/SDR conversion
Stage 1 to Stage 2!

**(Company record in
meetings accepted)**

100% INCREASE in ACV

**Double the
price per unit!**

Our Exclusive Evergreen Licensing Model Transfers Training Ownership
Allowing True Client “Everboarding” for a Culture of Continuous Improvement



Factor 8's Evergreen Everboarding Program



Training's Best Kept Secret

Follow Me or Book a No-Pressure Chat



Lauren Bailey
LB@Factor8.com
Follow on LinkedIn



Want more info?
Book a quick
meeting!



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WeAreGirlsClub.com