

B2B Solution Selling: The Counselor Salesperson

Jan. 28 - Mar. 5, 2027

Be more than an order taker. Become a trusted problem-solving partner. Today's sales success requires more than knowing your products and responding to customer requests. It means understanding your customers' needs, priorities, and business challenges, then delivering solutions that create real value. In an increasingly competitive marketplace, building trust and demonstrating that you understand what matters most to your customers can be the difference between winning an order and earning a long-term business relationship.

Customers want more than a supplier. They want a knowledgeable partner who listens, asks the right questions, and helps them make informed decisions.

This 4-day course will help participants build trust, uncover deeper customer needs, and deliver solutions that align with what customers truly value. The result? Stronger relationships, greater customer confidence, and a more rewarding sales experience.

Jan. 28 – Mar. 5, 2027 (4 days)

Jan. 28 | 8:30 AM to 4 PM
Jan. 29 | 8:30 AM to 1 PM
Mar. 4 | 8:30 AM to 4 PM
Mar. 5 | 8:30 AM to 1 PM

$2,650/person. $2,390 before 12/18/26.

MRC – 7200A Windsor Drive
Allentown, PA 18106

Register: mrcpa.org/events

*Fees and times subject to change. Visit mrcpa.org/events for current details.

Course Highlights



In this course, you'll learn how to:

- Help customers feel comfortable with you
- Build credibility so trust remains high and customers respond to your communications
- Ask effective questions that ensure you learn exactly what the customer needs
- Verify and confirm current and potential sales opportunities
- Effectively recommend solutions that benefit the buyers and your company
- Effectively respond to buyer resistance
- Apply the four skills that produce high satisfaction and energetic referrals

Who Should Attend

Sales leaders, customer-facing salespeople, customer service representatives, marketing roles that require learning and responding to customer interest.

Instructor | Lisa-Marie Stonaha | Sr. Consultant, Facilitator, and Instructional Designer

Lisa-Marie is a nationally recognized leader in change management, coaching, instructional design, facilitation, and sales enablement. She has worked with hundreds of clients to show immediate and quantifiable improvement. Her passion and experience have helped organizations and individuals succeed at their highest level while achieving results that exceed expectations.

More information available at mrcpa.org/events or contact Nicole Pierce at (484) 655-4873 or nicole.pierce@mrcpa.org. WEDnetPA eligible.