Open Question Selling

All business success is attributed to high sales. All business failure is attributed to low sales.

A sale is made or lost based on the questions that are asked. With all the options that salespeople have, many choose to alienate, anger or cause doubt in the mind of their prospect by setting the wrong tone with their questions.

The aim of this workshop it to assist salespeople in getting beyond their barriers about selling. The sooner a salesperson understands assertive selling the sooner they can get out there and produce results. The ability to sell is based on the ability to make friends with people and knowing why people buy. People hate to be sold and they love to buy from people they like, trust, understand, can believe, feel comfortable with, have confidence in and get a fair price from. If they perceive that the product or service will increase productivity and profit and that their salesperson really wants to assist them in building their business, they will buy from that person. Getting this kind of commitment or moving forward in the sales process depends on the skill of the salesperson in being assertive and asking intelligent questions. This workshop is designed to open a salesperson's eyes so that they can see what they are doing right now and to shift their approach so they will create consistant positive sales results.

Who should attend?

New sales people, inside sales people, sales assistants and anyone in a sales support role. Any sales person who is not consistantly meeting their quota or any sales person who has a burning desire to exceed their sales quota.

Participants will learn…

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The top reasons why customers buy.

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How to uncover the reasons why people buy.

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The difference between failure and assertiveness in sales people.

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How to make sales forever and kick your own butt.

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In depth understanding of opening, probing, exploding, and solution questioning.

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Objections and the deeper considerations that affect a sale.

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Assertive closing questions and statements to increase loyalty.

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The four basic sales personality styles and how to assertively sell to each.

How you and your organization will benefit

When salespeople develop a simple and natural conversational selling skill, that skill translates directly and proportionately to increased sales, profits and commissions. The ability of a salesperson to create a trusting relationship with a customer will determine the direction of your business.

OPEN Question Selling - 2 Day
Training Course Outline

Day 1 - Morning

Cultivating the Right Attitude for Sales

-
No Thing to be Every Thing

-
Waking Up to Your Power

-
The Power of Your Sales Brain

-
Communicating for Commitment

-
Owning the Sale

Day 1 - Afternoon

The OPEN Question Selling Technique

-
3 Aspects of O.P.E.N.

-
Roadblocks to Listening

-
Why People Buy

-
What Questions Allow You To Do

Operational Questions

-

What Operational Are and Their Function in the Sales Process

-
Good Times to Ask Operational Questions

-
Bad Times to Ask Operational Questions

-
Connecting Statements

-
Practice - Writing Exercises and Real Life Role Plays

Probing Questions

-
What Probing Questions Are and Their Function in the Sales Process

-
No Need No Buy

-
Good Times to Ask Probing Questions

-
Bad Times to Ask Probing Questions

-
3 Things to Remember with Probing Questions

-
Problem versus Need

-
Implied Needs - Needs We Must Uncover

-
Explicit Needs - Needs They Tell Us

-
Forming Probing Questions

-
Proper use of Connecting Statements

-
Practice - Writing Exercise and Real Life Role Plays

Day 2 - Morning

Effect Questions

- What Operational Are and Their Function in the Sales Process
- Why Building the Effect is "Key" to the Sale
- 3 Things to Remember with Effect Questions
- Good Times to Ask Effect Questions
- Bad Times to Ask Effect Questions
- Forming Effect Questions
- Proper use of Connecting Statements
- Practice - Writing Exercise and Real Life Role Plays

Nail-Down (Nudge) Questions

- What Nail-Down Questions Are and Their Function in the Sales Process
- The Best Time to Introduce Your Solution/s
- Good Times to Ask Nudge Questions
- Bad Times to Ask Nudge Questions
- 3 Things to Remember
- The Best Technique for Forming Nail-Down Questions
- Practice - Exercise and Real Life Role Plays

Handling Objections

-
Tactics for Handing Objections

-
Questions That Help Isolate Objections

- Personality Styles and how to sell to each

Day 2 - Afternoon

Closing with OPEN Question Selling Techniques

-
10 Must Do's to Close for Commitment

-
Effective Use of Trial Closing Questions

-
Choosing the Right Type of Close

-
Asking for the Sale

-
Practice - Putting it All Together - Role Plays