

2021

Top Sales Success Reference Guide for Discovery Questions



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6/17/2021



“Diagnose Before You Prescribe. It can be dangerous to prescribe without an accurate diagnosis.”

“An effective salesperson seeks to understand the needs, concerns and situation of the customer.”

“An amateur sells product, the professional sells solutions.”

“This is a common denominator principle with its greatest power in interpersonal relationships.”

Steven Covey 7 Habits of Highly Effective People

Sales is a process. The buy/sell process through which a prospect travels through goes from unawareness to purchase. There are stages along the way. The most common descriptor of the buying process is AIDA. Awareness, Interest, Desire, Action.

As a seller, you have to be the process leader. The Sherpa. The seller: through a number of activities such as Marketing campaigns and sales rep prospecting techniques has to create Awareness, Interest, then Desire for the prospect to take Action. Throughout the process there are different behaviors that both you (the seller) and the buyer travel through toward the final stage in the process – **The Purchase**. (*See my Top Sales Success Buying / Selling process below*).

The most important step for the sales rep in the process is discovery. Discovery provides the foundation of the relationship and is the determining factor in your sales success. Is there a problem? Are you the solution provider to best fulfill the buyer’s needs? Are you a fit? As the above quote from Steven Covey states – “Diagnose before you prescribe.” Think of the discovery process as a Doctor’s appointment. What does the Doctor do? Ask questions, takes your temperature, blood pressure, listens to your heart, etc. to look for problems that you may not be aware of. What does a Doctor do if they diagnose a problem? They prescribe. To prescribe prior to going through the diagnostic process would be malpractice. Think of yourself as the Doctor during discovery. Exposing a problem – whether the prospect is aware or unaware of their problem. You create Awareness for problem exposure and you as the potential solution provider. Is the problem costing the prospect and is it important enough to take action to solve the problem with your proposed solution? (*See SPICE process below*).

For Business-to-Business sales; because all of the information that can be found about your prospect on the Internet, social media, LinkedIn and other easy to find sources, asking basic questions really will irritate your prospect. When I negotiated with vendors as a VP of Sales and Marketing for a major building product distributor, I would become impatient with vendors that would ask very basic, uninformed questions, that if they spent 2 minutes on our website, they would know the answers to these questions. Using the information gained in your research is a good idea to demonstrate that you have done your research. For example: “Is your new product launch of Triple XZ still on track?” “Looks like you currently have 125 locations, have you opened up any new locations recently?” “I see that you currently use XYZ company for your XX is that correct?” Do not bore the prospect by asking them basic questions about them or their company – in today’s world they assume that you already know that stuff – otherwise, why would you be calling them?

Doing your research enables you to ask intelligent, targeted, probing questions to demonstrate your expertise and desire to gain a deeper understanding of their situation. This is your most important phase in the selling process to identify potential problems and opportunities. Ask deeper questions – don’t treat your prospect as a tour guide to provide basic information about their company.

This document is a reference and resource booklet that provides a number of open ended and closed ended questions for you to use – pick out 3-5 in each category and make them your own. Questions are the sales representative’s most valuable tool.



Yes, closed ended questions as well as open ended questions. Your discovery process does require you to ask closed ended questions. Again, think of a recent Doctor's appointment and virtually every question that the Doctor asks you is most likely a closed ended question requiring a one word or short answer. They don't ask: "If you had pain, where would that pain be?" "Are you currently experiencing any pain?" "Where does it hurt?" "On a scale of 1-10 what is your pain level?" Etc. Just to be sure we are on the same page; an open-ended question are questions that have unlimited response options.

Finally – be an engaged listener. Don't think of your next question while the prospect is answering your previous question. Use the prospect's answer as a next step in learning more about them – be conversational – prove that you understand. *Clarify* and *advance* the conversation.

Definitions:

- Open ended questions are questions that have unlimited response options.
- Close ended questions are questions that have limited response options. Typically, yes or no responses.

Key takeaways:

- Diagnose before you prescribe.
- Be the process leader – you lead sales calls.
- Do your research – be prepared.
- Ask targeted, intelligent questions.
- Ok to use a combination of closed and open-ended questions.
- Listen and understand.

Laying the foundation of the relationship begins in the discovery stage of the sales/buying process. Set the stage – frame the process to the prospect.

Timeline questions:

- What is your timeline to making a decision?
- How would you prioritize this?
- Would you be reacting to solving a problem with a current vendor (reactive – immediate) or would you be looking at this decision as an opportunity to improve your current situation (proactive not immediate)?
- When do you suggest we schedule a follow up discussion?
- Tell me, what is prompting your interest in____?
- What is causing this to happen?
- What is driving the need for change?
- What originally led you to this decision?
- Walk me through the steps that led you to this conclusion.
- What do you hope to accomplish?
- What is motivating your decision to____
- Why is this important to you?
- What is prompting you to consider taking action?
- What is in it for you to implement this____?
- If you can achieve this result, what will it mean to you?
- What concerns do you have if you are unable to achieve this result? How might failing to achieve it personally affect you?

Any one or combination of the above questions would expose the urgency and timing of the next steps that the vendor will have. Be sure and ask timing questions don't be a "tell and sell" sales rep. don't be a solution looking for a problem. Discover the problems or opportunities and provide a custom solution. If you know the timeline, you



won't be negotiating with yourself and will be able to control the sales process to a profitable outcome that is mutually beneficial to both you and the buyer.

Key takeaways:

- Your discovery process will lay the foundation for the relationship.
 - What is your timeline for making a decision?
 - How would you prioritize this decision?
- Don't negotiate with yourself. – Never volunteer price reductions.
- Establish a timeline.
- You lead sales calls.



PROSPECT		TOP SALES SUCCESS BUYING / SELLING PROCESS			
	SELLER ACTIONS	PLANNING		BUYER BEHAVIOR	
		OBJECTIVES			
		STRATEGIES			
	POWER STATEMENT - VM / EMAIL	PROSPECTING			
		NON-QUALIFIED	PRE-QUALIFIED		
		SUSPECTS - COLD CALLING	PROSPECTS - INQUIRES - FORMER CUSTOMERS		
		SUSPECTS - ENDLESS CHAIN	PRIME SUSPECTS		
		TARGET ACCOUNTS ESTABLISHED			
		SELLING PROCESS		BUYING PROCESS	
	INVESTIGATE <i>S.P.I.C.E</i> Discover Pain <u>No problem= no need=no sale.</u>	QUALIFICATION		DO I HAVE A PROBLEM?	
		NEED /PROBLEM RECOGNIZED - PAIN I.D.	NEED / PROBLEM DESCRIPTION	NEED /PROBLEM RECOGNIZED - PAIN I.D.	NEED / PROBLEM DESCRIPTION
		LEAD / TARGET ESTABLISHED		APPOINTMENT	
	ANALYZE Diagnose / Examine	PLANNING AND PREPARATION		INFORMATION RESEARCH - LOOKING FOR SOLUTIONS	
	RESPOND Power Statement With and Action Plan Establish Solutions For Pain Strategy to Present	PRESENTATION		SUPPLIER EVALUATION AND SELECTION	
	Negotiations Investigate / Align / Advance	OBJECTIONS		SUPPLIER EVALUATION AND SELECTION	
	Negotiations	OBJECTION RESOLUTION		SUPPLIER EVALUATION AND SELECTION	
	Deal Go or no Go?	TRIAL CLOSE		DECISION	
	EXECUTE Deliver Implement	CLOSE		PURCHASE	
CUSTOMER	Service	FOLLOW - UP			
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SPICE

SITUATION / PROBLEM / IMPORTANT / COST / EXPLORE

S	SITUATION	What are the facts about the buyer's existing situation?
P	PROBLEM	Does a problem exist that your product or service can solve?
I	IMPORTANT	Is the problem a priority and important to the Decision Maker?
C	COST	What are the consequences for the Decision Maker for not solving the problem? What is it costing? Calculate scope of the problem. What is the magnitude of the problem?
E	EXPLORE SOLUTIONS	Is the Decision Maker interested in or willing to look at some suggestions and solutions that might help?
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SPICE helps buyers sell themselves on the need for change. As they think through and answer SPICE questions, you will notice that people generally persuade themselves.

If we as buyers were to do our own rational questioning prior to making a buying decision, we would have to think through SPICE. So, asking these questions helps buyer's thing through the buying process. It is very helpful and mutually beneficial.

"...MOVE YOUR CUSTOMER ONE RUNG AT A TIME..." / THE DECISION STEPLADDER – WHERE IS YOUR PROSPECT / CUSTOMER?

Always move your prospect to "neutral". Would you be open to see if we are a fit? Would you be willing to listen to what we have to offer?



Decision Hierarchy - Dialog

	Actions	Attitudes
Buying +	Commit	Confident
	Play	Enthused
	Carry On	Interested
	Learning	Reserved
Any Idea or information	Look / Listen	Neutral
Not Buying -	Contest	Competitive
	Stop	Hostile
	Evade	Fearful
	Complain	Troubled
	Disregard	Indifferent

Typical Buying Process

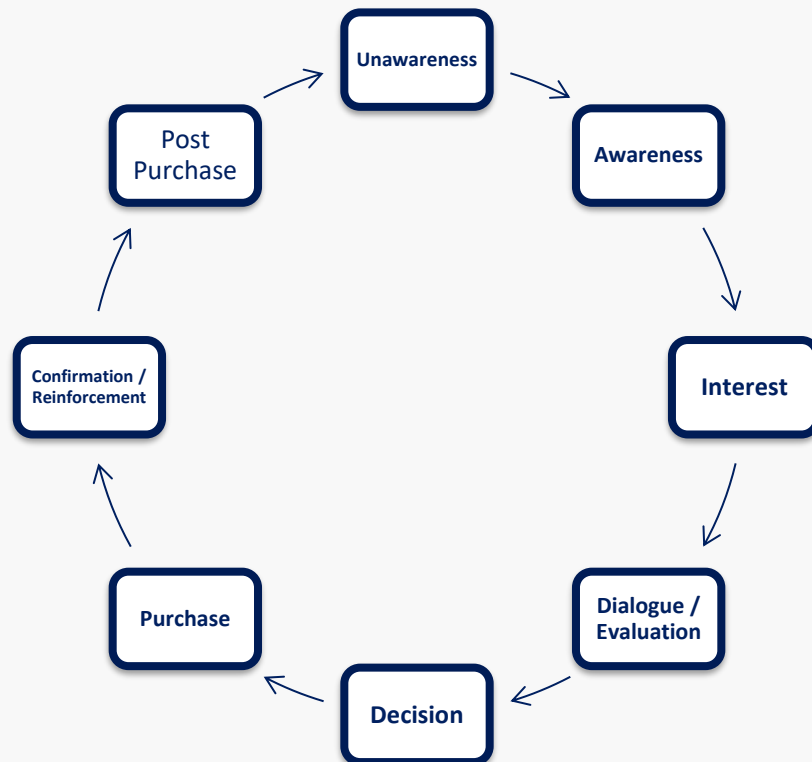




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- Targeted to: Current Customers and Prospects



1: Warm-up questions, questions to disrupt existing vendor relationships

- Targeted to: Prospects

Warm-up questions.

Before you can work with your customer or prospect on a solution to a problem, or discovering an opportunity that they did not know existed, the first and most important step is getting to know the other person. In a business relationship, you must be in alignment with the other person. You cannot be ahead, nor you can be behind. You cannot rush the relationship forming process – you need to invest the time in the relationship building process. How to do this? By asking the right questions about the customer’s past situation, present situation and future vision. Be patient and an active listener. Listen with passion and engagement to their answers. It is vital to listen, to understand. Covey’s Habit #5: Seek First to Understand, Then to Be Understood. The discovery process will form the solid foundation critical in successful business relationships – without it, the relationship is non-existent.

- How long have you been with / owned / this organization? How have your business / job / responsibilities evolved since you started with the company? What would you say you like most about your work? Least?
- If your employees / team / co-workers were to describe your organization in five words or less, what words would come to mind? (Listen to the words given and respond: The ____ is a good one; could you elaborate on that for me?)
- What would your best customers say are the reasons they enjoy doing business with you?
- What would you say is different about your organization today from when you began with this company?
- What originally led you to work / start up this company for this company? What were your expectations when you came on board, and how have they changed since you have been here?
As an owner, what are your expectations?
- What have been some of your likes and dislikes with past vendors?
- Since you have been with the company, what have been some of the biggest hurdles you have faced?
- As you look back, what has given you the greatest sense of accomplishment?

QUESTIONS TO DISRUPT EXISTING VENDOR RELATIONSHIPS

Question phrasing is key to asking impactful questions. Do not ask questions in such a way that would potentially undermine your efforts to win your prospect’s business. Don’t just ask your prospect “What do you like about your current supplier?” What if they are extremely happy with them and rattle off all of the great things, they do for them. Try to avoid asking a question that you don’t have an idea of what the answer would be. There are better ways to get the information without undermining your efforts. “Would you share with me the ideal qualities you look for in a vendor?”

- “How does your ideal situation compare to your current situation?”
- “When you originally selected this vendor, what were your selection criteria? In what ways have your criteria changed as you evaluate your needs today? What would you like to see happen in the future?”
- “If you could enhance one thing about your vendor’s qualities, what would that be?”
- How would you rate your current vendor relationship on a scale of 1 to 10? (When the customer states a number, urge her to elaborate.)



2: Questions to strengthen existing customer relationships, questions to uncover problems

- Targeted to: Current Customers

The majority of business relationships that end is the result of the customer being indifferent toward their supplier. In other words, both the seller and customer take each other for granted and see no value in the relationship. A sales strategy that every Business-to-Business sales entity must have is to earn more “spend” from current customers. The dynamics that exist in current and especially long-term relationships is a fascinating topic that will be detailed another time. The next set of questions work best when you already have a relationship in place and want to take the next steps in growing and expanding your business with them. Being proactive to uncover and discover what your current customer’s issues or feelings are before your competitor does is key to solidifying your relationship. Ask the following:

QUESTIONS TO STRENGTHEN EXISTING CUSTOMER RELATIONSHIPS

- What do you feel we/I am doing right to sustain our business relationship?
- What could we be doing differently in order to ensure that you achieve your goals? What should we do more of? Less of?
- Are you pleased with your company’s sales performance? Profit performance? Would you be interested in exploring new income opportunities?
- What is most important to you for us to keep focused on your objectives?
- If you could enhance one thing about our business relationship. What might that be?
- How can I make your life easier?
- If a prospective customer were to ask you to explain why you do business with us, in 10 words or less, how would you respond?

QUESTIONS TO UNCOVER PROBLEMS, PAST AND PRESENT

People project that the future has more promise and will be better than the present. “The decision to buy lives in the negative present” *Jeff Thull*. Connecting the dots for the customer to see how their present impacts their future is a true art of asking the right and impactful questions. Most common questions address the present such as:

- What are you currently doing?
- How many jobs are you doing?
- How do you use this product/application?
- Who are you using now?
- What do you like about them?
- Are you the decision-maker in your company?
- What are your challenges?
- What are your needs?
- What do you want?
- What can I do for you?

I’m not saying that asking present situation questions is bad – it is not – it is great. It provides a “baseline” of their current situation. What needs to be done is that you must use them to transition into the future. Remember, you conduct sales calls, you lead sales calls, you are expert at discovery – not the customer. Of the questions detailed above one of the few that cover the future is “What are your goals?” Great question...but the trouble is that this type of question is asked by about every salesperson on Earth and is boring and not creative at all. As a negotiator for many years, I would hate being asked this mind-numbing question. I would usually answer with “To make more money.” My most despised question asked is “What keeps you up at night?” My answer was usually – “Dumb questions.” These

questions are mechanical, lack imagination and are asked by sales reps that do not take the time and effort to formulate impactful thought-provoking questions that differentiate themselves from everyone else.

“We need more orders”” My team needs to be more effective” “Our sales reps need more training” “Do we have the right people on our team?” “Our sales reps are not asking the right questions” “Our sales team just not “connecting”, “on the same wavelength” as our prospects and customers?” This is what is on the sales manager’s mind.

As if that is not enough, when sales are going well, the pressure is still on. “How are we going to top last month?” Then wishful thinking and daydreaming about a wonderful future...asking yourself “wouldn’t it be nice if” type of questions. You need to take action.

Consultative sales approach makes dreams a reality. This approach will result in the type of questions that are action oriented. They will lead your customers to take action, position you as a trusted confidant who will make their dreams of future success a reality. It is extremely rare that you have called on a prospect that is clueless about problems that she is facing. Or one that is complacent about solving a problem or in survival mode. Or one that is hoping the problem will fix itself? *Hope is not a strategy.*

Discovering problems equals uncovering opportunities. **No problem=No Need=No Sale.** Customers and Prospects are not experts at solving their problems. A sales professional is an expert problem solver / solution provider. Customers become wrapped up in their day-to-day struggles and do not take the time to sit back and assess their situation. A professional sales rep can help the customer by leading the customer through discovery of problems, to evaluate their current situation and act on them before more potential problems arise.

Here are the questions to help uncover and crystallize the issues that your prospect needs to work on:

- What exactly is the problem?
- What is causing the problem? Can you give me an example?
- How long has it been going on?
- If left alone, what are the possible ramifications?
- What barriers stand in your way?
- What methods are working? What methods are not? Why?
- On a scale from 1 to 10, how satisfied are you with your current product / vendor / situation? Based upon the answer, you respond, you mentioned the number X. What would you like to see the product / vendor situation do / deliver / accomplish in order to achieve a 10?

GO FURTHER AND EXPLORE THE PAST AND THE FUTURE

- Think back to when you originally implemented this process. What were your expectations? What results are you getting now? What kind of results would you like to get in the future?
- To what extent is your current situation meeting your expectations?
- So how does your current situation compare to what you would like to be doing?
- How do you envision your future three years from today? In other words, what would you like to be doing more of..? Less of...?
- What steps will you have to take in order to make that happen?
- What are the benchmarks that will tell you that you achieved your goal?



3 – Questions about your customers’ customers, why ask “why?” questions to uncover hidden needs

- Targeted to: Current Customers and Prospects

QUESTIONS ABOUT YOUR CUSTOMERS’ CUSTOMERS

Key is to uncover the wants and needs of our customer’s customer.

- Who are your most valuable customers?
- Can you give me a profile of your typical client?
- How do your customer’s measure success as a result of doing business with you?
- What do your customers measure success as a result of doing business with you?
- What do your customers expect from you as a vendor or supplier?
- How have your customers’ expectations changed over the last 10 years? The last 5 Years? How do you set those expectations changing in the next 3 to 5 years?
- What steps do you take to ensure your customers’ needs are met?
- Why do customers buy from you?
- What would your customers say your strengths are as a company?
- What do your customers complain to you about?
- What do customers like most about doing business with your company? What do they like least? What steps are you taking to improve in this area?
- Would you explain the difference between a profitable customer and an unprofitable one?

So – who should you be directing these questions to? Does the purchasing agent or Operations person have direct customer contact? Most likely no. These questions need to be directed to the people in the organization that have significant contact with the company’s external customers.

WHY ASK “WHY?” - QUESTIONS TO UNCOVER HIDDEN NEEDS

One of the things that you do not want to do is to annoy your prospect / customer with too many “why” questions. You don’t want to start sounding like a 3-year-old. Your sincerity in discovery questions needs to be genuinely projected. You need to know certain information to determine if the prospect’s problem is something that you and your organization can provide a solution to. “Why” questions are key to finding out your prospect/customer’s motives and to shed daylight on their hidden needs. Uncovering motives depends upon your ability to establish rapport and trust. Prospect/customers act out of fear, self interest, or a desire to increase profits. The two big motivators continue to be anticipation of gain or fear of loss. Once you are successful at finding out how your prospect/customer operates, you can then provide a customized solution to their problem. But getting information on motives is the trick. The examples that follow will provide you with the opportunity to do a deep dive to better understand your customer’s motives.

The five why’s technique is also helpful to follow. This technique assumes that to get to the truth you need to ask five why, what or how questions. Journalists, insurance investigators, police investigators use this technique. (Think Columbo). Using a “threaded” conversation – each follow up question should pick up the key word from the prospect’s last answer. This technique will avoid you sounding like a 3-year-old and is conversational. Once you uncover the “pain” you can then provide your solution.

- Threaded conversation:
 - Who, What, Where, When, How
 - Help me understand why (or how, or what)
 - When you say that what do you mean?
- Tell me, what is prompting your interest in____?
- What is causing this to happen?



- What is driving the need for change?
- What originally led you to this decision?
- Walk me through the steps that led you to this conclusion.
- What do you hope to accomplish?
- What is motivating your decision to_____
- Why is this important to you?
- What is prompting you to consider taking action?
- What is in it for you to implement this_____?
- If you can achieve this result, what will it mean to you?
- What concerns do you have if you are unable to achieve this result? How might failing to achieve it personally affect you?



4: Questions about who else is involved

- Targeted to: Current Customers and Prospects

Questions about who else is involved

It is imperative that you find out who the “influencers” are in the organization for your product or service. Who else impacts how purchasing decisions are made? How do the employees feel about the company, the relationships between different departments, between headquarters and subsidiaries? How changes are proposed and implemented.

Company culture is also key to discovering – become the “fly on the wall” in the boardroom. Find out where everybody is coming from. Each team member has a different perspective and criteria on the same issue – all look at it from their different set of experiences.

Example of questions about who else is involved:

- Can you walk me through your decision-making process?
- Who else in addition to yourself is involved in this process?
- What exactly is his/her perspective on this issue? In what ways are they receptive to addressing the issue? In what ways may they look at it differently than you?
- What are the steps your organization has to take to reach a decision on this type of purchase?
- How can we best present this solution so that everyone will see it as a win instead of a loss?
- Can you walk me through your decision-making process?
- What are the steps that your organization has to take to reach a decision on this type of purchase?
- How do you see the decision – making process going? Do you anticipate problems in the decision – making process?
- Tell me your thoughts on this upcoming project. How does your boss feel about it? Your peers? Others on your team? The committee?
- Are there some people within your company who will resist this change?
- How can we tailor this message so everyone sees it as a win instead of a loss?
- How do people feel about working for your company?
- How would people working for your company describe the atmosphere to outsiders?
- Do people working for you resist change or embrace it?
- When making a change how do you introduce it to your employees?
- What plans does your organization have for cutting costs in the future?
- How do the departments in your company interact?
- Have there been any recent changes in your company’s organization structure?
- Can you tell me about those organization changes – for example, why were the changes orchestrated? How smoothly were the changes made?
- How would you describe the relationship between your corporate headquarters and your subsidiaries?
- Does one department – for example marketing, personnel or research and development – lead the way in innovation?
- Is there a single department that makes more of the company’s decisions than any other?
- How does your company deal with the problem of high turnover?
- How does high turnover affect your profitability?
- How does high turnover affect training costs and hiring costs?



5: Questions on creating value, questions about competition, trends and marketing opportunities

- Targeted to: Current Customers and Prospects

Questions on creating value.

Value depends upon the perception of the individual. It is unique to the eye of the beholder. So, questions about value shift the discussion from the lowest price mentality to a true discussion of the value proposition. It is key to ask what is most important to them and be sure and engage with all of the influencers in the company. The Value to the company sales rep is keeping customers happy and attracting new ones, value to the CEO/Owner is increasing market share and profits, the PA values the lowest price. Bundling your solution to satisfy all stakeholders will enhance your odds of being the chosen solution provider.

- How do you measure success with a current vendor?
- What alternatives will you be considered? Share with me the criteria you use when selecting a_____.
- How important is price compared to service? Compared to quality? Compared to availability? Compared to time to market?
- How important is quality compared to availability?
- Which is most important to you: price, quality, service, delivery, customer support, and/or ease of use? Which of these is the least important?
- You're mentioned that quality is important to you. Would you share with me your definition of quality?
- Can you give me an example of when your standards for quality were not met?
- Can you rank the criteria you shared with me, from most important to least important?
- How would others on you team rank these criteria? In what ways might their ranking be different from yours?

Questions about competition, trends, and marketing opportunities.

Businesses always strive to improve. To "one up" their competition. We don't live in an absolute world – we live in relative world with competition. An organization has to periodically assess how they compare and match up versus their competition. This is the way businesses can survive then thrive. Knowing future trends and striking fast to profitably take advantage of them is what every organization strives to accomplish. Questions about these aspects – trends and future oriented questions, compel your customers to not only analyze their current situation, but to also ask themselves; "Can I get where I want to go with what I have now?" You will be providing a valuable service to your customer, regardless of the answer, by motivating them to answer that question.

- How do you differentiate yourself from your competitors?
- Which of your product's / service's strengths will allow you to continue your success? How does the aging of the baby boomer generation – or any applicable trans – affect your share of the market?
- How does your company measure progress?
- Are you planning on initiating any integrations with other companies?
- How does your company see itself today? How has it changed over the last 5 years? Where would it like to be in the next 5 years?



6 – Impact and implication questions, vision questions

- Targeted to: Current Customers and Prospects

Impact and Implication questions

Here is where all of your smart, hard work comes to a climax. Where the “rubber meets the road” THE moment of truth. These questions are at the end of your discovery phase and will size up if you have a legitimate shot at your customer’s business. Has there been a sense of urgency created on your customer’s part? Let’s say you ask your customer “what is the implication for your businesses profitability if you do not address your issues?” His next response might be – “Wow, this is a bigger problem that I realized – I need to take action...” Other such questions include:

- What do you think these problems are costing you?
- How is this problem impacting the bottom line?
- How does their problem affect sales? Profitability?
- Scheduling? On-time deliveries? Quality? Production?
- Let us assume you decide not to address this problem immediately. What will that cost you this year?
- If you do not fix this problem, what is the potential impact on your business? Can you afford to take that risk?

Vision questions:

Vision questions enable your customer to look to the future; seeing the picture of how much better it will be with the positive changes resulting from her doing business with you and your organization. Once you arrive at the vision question phase of discovery, you have now earned the right to convince her how your product or service will help her achieve that goal. Examples include:

- If we could eliminate that problem, you are currently experiencing – for instance, that problem that is costing you \$XX per year – what benefit do you think that would have on your company?
- If we could implement that change, what would that enable you to do or achieve?
- How would implementing this change affect you personally? What would you be able to do differently?
- If those changes could get implemented, how do you think your job – or career – would look 5 years from now?

Your hard work of establishing yourself as a trusted confidant and solution provider through this discovery process, earning you the right in the prospect’s mind, that you provide the best solution to their problem at the best value.



The 14 steps to achieve Top Sales Success

COURSE AGENDA:

- MODULE 1: DISC TRAINING
- MODULE 2: APPLICATION - PROSPECTING AND NEW BUSINESS DEVELOPMENT – Getting in the door.
- MODULE 3: DECISION MAKING
- MODULE 4: CONVERSATIONAL CONNECTION
- MODULE 5: QUALIFYING
- MODULE 6: Investigate IN-DEPTH PROBING
- MODULE 7: ALIGNING
- MODULE 8: Advancing / RAISING
- MODULE 9: ANSWERING OBJECTIONS
- MODULE 10: CLOSING
- MODULE 11: EXECUTE
- MODULE 12: STRUCTURING THE SALES CALL...YOU ARE IN THE DOOR.
- MODULE 13: WRITING YOUR BUSINESS PLAN
- MODULE 14: NEGOTIATION SKILLS
- MODULE 15: COMPETITIVE INTELLIGENCE

1. **Understanding yourself and how you relate to others** - Who you are – how you see the world – Communication as a professional sales representative is the key to being successful in sales. Covey’s Habit #5 – Seek First To Understand – Then To Be Understood.
 - a. We all know the Golden Rule: Treat others as you would like others to treat you. You will get to understand the **Platinum Rule: Treat others the way THEY want to be treated.**
 - b. Step 1: Your understanding of yourself begins with a **DISC test**.
 - i. <https://topsalesuccess.com/wp-content/uploads/2020/03/DISC-SALES-SAMPLE-REPORT.pdf>
2. A base line of your current sales skills – what you are good at and what needs improvement.
 - a. Step 2: **Sales IQ assessment test**
 - i. <https://topsalesuccess.com/wp-content/uploads/2020/03/SALES-IQ-PLUS-SALES-SAMPLE-REPORT.pdf>
3. How to prospect – how to get the prospect’s attention how to effectively use a Power Statement.
4. How to have a productive business conversation – how to have conversational rapport.
5. How to ask impactful questions
6. How to open a meeting
7. Where you are in the buy/sell process – to be in alignment with your prospect
8. Self-management
9. How to handle objections
10. How to write your business plan
11. How to be an effective negotiator
12. How to set expectations of a relationship
13. When to frame or not frame a discussion
14. How and when to close

Plus, a whole lot more.... Top Sales Success training program incorporates best practices from multiple sources.

The next step is the most important step – contact Tony@topsalesuccess.com to arrange for a free consultation

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