

1 Question

You Should Answer Today to Make More Sales Tomorrow

No one argues with the fact that preparation is important. Sellers who consistently prepare outsell their counterparts who don't prepare by 17-25%.*



Yet not all preparation is going to make more sales.

*Sales Pro Insider, Inc. research in a financial service company among teams in one division.

Sales conversations are expensive—for you and your buyers. Make them worth the time, money, and effort by preparing to focus the conversation on the buyer, from open to close, by answering the question:

What's in it for Them?

Open

- Why should they talk with you?
- Is this worth their time?

Tip: If you can't explain why they should talk with you or engage in a conversation, you shouldn't take their time to meet.

Investigate

- How does taking the time to discuss and discover information related to a problem, opportunity, want, or need benefit them?
- Why should they care?

Tip: Give context to your questions with short anecdotes or statements that let them know why they should care.

Present Your Product

- How does each feature impact Them or what They need to do?
- Does the information matter to Them specifically?

Tip: Connect each What (Feature) to a What's in it for Them statement (benefit). Detail only What matters to them to keep them engaged. If you can't find a benefit to Them, skip it.

Close

- What's in it for Them to make a decision or take an action today?

Tip: Don't say, "Buy today because the price increases tomorrow." Focus on how They will benefit by addressing their problem opportunity, want, or need.



For more on how to make your conversations count, www.conversationsthat sell.com.

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