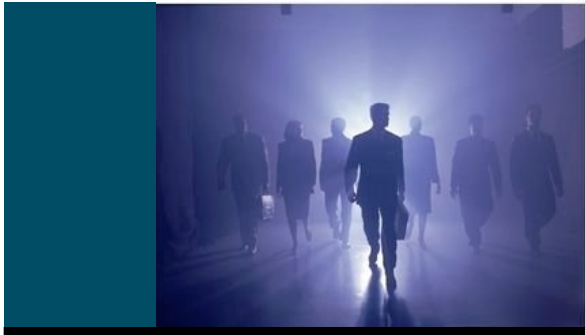


Advanced Questioning Techniques

Sales Skills that Identify Client Needs and Wants



Program Agenda

- Basic Types of Questions
- Using Strategic Questions
- Questioning Skills: Preparation
- The Heart of the Sale
- Gap Analysis
- Building Buying Desire

Lewis Associates, Inc.

We are a Chicago-based training and consulting firm. Since 1992, we have helped companies create *strategic business advantage* by developing the skills and performance of their people. We work with companies that want to enhance the results of their sales activities and improve their leadership effectiveness.

Based on a foundation of integrity and respect for the individual, we are responsive and flexible; resulting in a long term legacy of helping others achieve their goals.

In a sales conversation, the person who asks the questions has the control.

Buying desire is in direct proportion to the intensity of the buyer's need on one hand and the clarity of the solution represented by your product or service on the other.

This technique of taking the process from cold to luke-warm to hot is accomplished by the skillful use of questions that uncover the gap and then expand it to the point where the customer feels impelled to take buying action.

In a sales conversation, the person who asks the questions has the control. Top performing salespeople are invariably those who confidently and deliberately control the sales process, leading rather than following. The quality of the sales professional's questions and his/her ability to ask them in a logical sequence is what demonstrates to the prospect that they are a complete professional, knowing what they are doing every step of the way.

During this session, participants learn a common sense strategy to prepare specific questions in advance, to improve the likelihood of uncovering real wants and needs that move the sale forward.

Buying decisions on the surface seem to be logical in nature, but exhaustive study and research have shown that customers' emotions play a far greater part in purchasing decisions than most salespeople realize. During this session, sales professionals learn how emotions and motivators cause people to take action and how to positively influence these emotions and motivators.

Most importantly, we are practicing new and better behaviors on the job. You have added "buying cycle" and "advance" to our vocabulary and our habits. Thank you for a job well done.

Karl Berland, District Sales Manager
Siemens Medical Solutions



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