Asking the Best Questions & Gaining Commitment
Memorize these 14 characters

You have 5 seconds…

80752691634892
Memorize these characters

Lucy in the Sky with Diamonds

You have 5 seconds…
Simple…

The Action Selling Process

THE 9 ACTS OF A SALE

ACT 1
Commitment Objective

ACT 2
People Skills

ACT 3
Ask the Best Questions

ACT 4
Agree on Need

ACT 5
Sell the Product

ACT 6
Ask for Commitment

ACT 7
Confirm the Sale

ACT 8
Replay the Call

ACT 9
Professional Growth

THE 5 BUYING DECISIONS

PLAN TO WIN

SALESPEOPLE

COMPANY

PRODUCT

PRICE

TIME TO BUY

Professional Growth

The 9 Acts of the Sale
Introduce yourself:

• Who are you?
• Where are you from?
• How long have you been working?
• What do you get paid to do?

Professional Confessional:

What improvement in your selling game would significantly increase your success?
If you always do what you’ve always done – you’ll always get what you always got.”

– Anonymous
IN BUSINESS
vs. the modern era…

“Fear is OK; complacency will kill you.”

– Alison Levine
Author on the Edge
Team Captain of the first American Women’s Everest Expedition
The Sales Board and Action Selling:

• 25 years of research, development, and experience

• Extensive experience in virtually every industry, sales model and a sales environment

• Expertise in sales education and applying principles of adult learning

• Action Selling trainers with professional selling experience

• Trained over 3500 Companies and over 400,000 salespeople
How did you like the Benchmark Assessment?

“Fortune favors the prepared mind.”

– Louis Pasteur (1854)
THE 5 CRITICAL SELLING SKILLS

Difference Between Good & Great

• 62% of Salespeople Fail to Ask for Commitment
• 86% of Salespeople Ask the Wrong Questions
• 82% of Salespeople Fail to Differentiate
• 99% of Salespeople Fail to Set Correct Call Objectives
• 95% of Salespeople Talk Too Much/Listen Too Little
9 ACTS OF THE SALE
The order of the sales presentation…

Why?

• Instant information

• Information overload

• When no other value criteria presents itself, PRICE becomes the **only** differentiator.

Think about your best **BUYING** experiences. What comes to mind?
ACT 1: THE COMMITMENT OBJECTIVE

A plan to win...

The Commitment objective is:

A **goal** we set for ourselves to **gain agreement** from our customer that **moves the sales process forward**.

The **principle mission** of a salesperson is to **Gain Commitment**.

**Action Step:** Set a Commitment Objective
WHAT’S THE SITUATION?

There is a man at home, he’s wearing a mask. Another man is approaching him.

Figure out what is happening by asking only CLOSED ended questions.
ACT 2: PEOPLE SKILLS

Don’t close the door on the sale. Open it.

OPEN-ENDED QUESTIONS

• Who?
• What?
• Where?
• Why?
• When?
• How?

Prompting descriptive answers with questions starting like:

• Tell me about…
• Define for me…
• Explain to me…
• Please expand on that..

CLOSE-ENDED QUESTIONS

• Could
• Should
• Would
• If
• Is
• Can
• Have
• Will
• Do
• Did
• Does
ACT 3 | ASK THE BEST QUESTIONS
“Would I rather be feared or loved?
Um… Easy – both. I want people to be afraid of how much they love me.”

– Michael Scott (Steve Carrell), The Office
“It occurs to me, Jim, that you spend too much time trying to be interesting. Why don’t you invest more time being interested?”

John Gardner’s advice to Jim Collins – Author of Good to Great
ACT 3: ASK THE BEST QUESTIONS

The Salesperson

LEVERAGE QUESTIONS

Encourage your customer to discuss the emotional side of a need.

This shows you what benefits they will buy.
ACT 3: ASK THE BEST QUESTIONS

The Salesperson

LEVERAGE QUESTIONS

• What happens if you don’t fix this problem?
• Give me an example of what you are talking about.
• How long has this been happening?
• What kinds of problems has this created?
• How big of a deal is this?
• How does this impact your operation?
• How does this affect you?
• How does this impact other parts of your business?

• What kinds of pressure does this put on you?
• What is your biggest long-term concern if this situation continues?
• Who’s impacted most by this?
• How much money do you feel is being left on the table?
• Why is it important to you?
ACT 4: AGREE ON NEED

The Salesperson

BACK-TRACKING BENEFITS

• Step 1:
  – Analyze the *Selling Strengths* of yourself, your company and your product.

• Step 2:
  – Predict the *Needs* your customer will have that can effectively be resolved by these selling strengths.

• Step 3:
  – Develop skillfully phrased *Open-Ended Questions* which encourage your customers to *Talk* openly about their needs that can be met by you, your company and your product.
DEFINING THE FEATURE...BENEFIT...NEED

**Feature:**
- Fact or characteristic of your product/service.
- Usually expressed as “what” or “how”

**Benefit:**
- Details how a customer will be better off by owning the feature.
- “This means…”
- More, Less, Increase, Decrease, Strengthen, Improve, Reduce...

**Need:**
- A problem or opportunity a customer is willing to pay to resolve.
- Can’t “touch”. Not tangible.
- Must be drawn out.
ACT 4: AGREE ON NEED

The Salesperson

NEEDS STATED BY YOUR CUSTOMER:

“As I understand it, you are looking for something that will…

(NEED 1), (NEED 2), and (NEED 3).

Is that correct?”
ACT 4: AGREE ON NEED
The Salesperson

WHY IS ACT 4 IMPORTANT?
ONE-THIRD OF THE NINE ACTS ARE DEDICATED TO THE FIRST BUYING DECISION.

Your customer doesn’t buy your company or your product, they buy you.
As a sales person, you are a relationship manager. It is nearly impossible to gain a commitment that is greater than the size of the sales relationship that you have created with the customer.

We develop this relationship by asking great questions and listening.

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

– Maya Angelou
“Look, if you had one shot, or one opportunity To seize everything you ever wanted in one moment, Would you capture it? Or just let it slip?”

- Marshall Bruce Mathers III

“Strive not to be a success, but rather to be of value.”

– Albert Einstein
ACT 7: ASKING FOR COMMITMENT

The Price
ACT 7: ASKING FOR COMMITMENT

The Price

- Step 1: Summarize your features and quote price (or time).
- Step 2: Ask, “How does that sound to you?”
  - Positive Response
- Step 3: Ask, “Would you like to go ahead with this?”
ACT 7: ASKING FOR COMMITMENT

The Price

1. Summarize your features and quote price (or time).

2. Ask, “How does that sound to you?”

POSTIVE RESPONSE:

3. Ask, “Would you like to go ahead with this?”

NEGATIVE RESPONSE:

3. Return to Act 3: Ask the best questions.
ACT 7: ASKING FOR COMMITMENT

The Price

HANDLING STALLS

**Say**

“*I understand.*”

**Review**

*Restate features they liked.*

**Act 6**

*Present a Solution*

- Feature
- Benefit
- Reaction

**Act 7**

*Ask For Commitment*
ACT 7: ASKING FOR COMMITMENT

The Price

HANDLING OBJECTIONS

Act 3
- Ask The Best Questions
  - Completely Understand The Situation
  - Can It Be Quantified?
  - Identify Potential Solutions

Act 4
- Summarize The Objection

Act 5
- Positive Company Statement

Act 6
- Present a Solution
  - Feature
  - Benefit
  - Reaction

Act 7
- Ask For Commitment
You walked into this class with Windows 95 Software... We have uploaded your Supercomputer with new software!

Your looks, athletic ability, brilliance, humor, integrity, judgment, wisdom, previous successes and your ability to care more than others make you who you are today, and that this is great.

When the dust settles...

“It takes no talent to work hard, it’s the dedicated work of mastering and the application of your skills, that will determine your Extraordinary Success.”

Keeping FIT
Steve Hoeft