

OPEN Question Selling Skills

Overview

Our flagship course has transformed salespeople in every industry worldwide. Our simple yet powerful course is based on the book written by MJ Learning executives and published by McGraw-Hill. Selling is about getting commitment. In order to get people to say 'yes' you must uncover needs and solve problems. This course provides practical, step-by-step guidelines to ensure you learn how to get that commitment. And as a result, dramatically raise your closing percentage.

Objectives

- Differentiate yourself from the competition and effectively position yourself as the preferred vendor
- Know when and how to provide consultative selling services
- Develop key accounts that will generate 80% of your sales
- Learn how to effectively use the pyramid of power
- Use OPEN question selling skills to determine and clarify your client's needs.

Who Should Attend

This interactive course is perfect for sales people and sales managers who are determined to go above and beyond their sales quota by enhancing their professional sales skills.



OPEN Question Selling

This is an active questioning technique to enable sales people to gain commitment by solving business problems. The process follows the natural sequence in which buyers feel comfortable. It consists of:

- Operational Questions
- Problem Questions
- Effect Questions
- Nail Down Questions

Operational Questions establish a starting point to identify and understand your customer's problems. Skilled sales people selectively investigate areas of potential problems and dissatisfactions.

Problem Questions expose areas of dissatisfaction or difficulty your customers are experiencing. They help gather information and uncover customer needs.

Effect Questions expand and explore the effect of your customer's problems. They inquire about the consequences, implications, or effects of a member's problems.

Nail Down Questions probe for explicit needs and identify the importance the customer places on solving a problem.