

# Sales Mastery™ 'Lead the Pack'

## Sales Newsletter



2008 • Volume 8, Issue 2



Wolves are able to associate events and have remarkable ability to adapt to different environments and conditions. These are the same characteristics of a good salesperson.

### Interviewing the Prospect with No Problems

Some customers resist talking about problems or shortfalls in their company or their departments. Sometimes this is because if they were the ones who brought in current products, services or systems, then admitting to problems is like saying they have made bad decisions.

Asking people what their problems are, will almost surely elicit a "I don't have any problems" response. If they don't want to admit to current problems, (and often the most visible problems are ones they have already addressed), it may be easier to get them to talk about what could be better or to talk about future goals, objectives and visions first. Then a discussion about the challenges and obstacles in reaching that future vision will more likely provide the opportunity to discuss the tools, solutions, products and services you have to help them get there.

The most common way many salespeople approach problem solving is to ask problem type questions or pain questions. This can be effective for currently recognized problems and challenges, but will not help you in uncovering hidden issues and unrecognized problems and issues the prospect may have, they have not yet identified or found.

Without successfully getting the prospect to agree on challenges or goals, it is unlikely that anything productive, such as an eventual order will occur. There is one skill that will assist your efforts in finding opportunities with the vague and unclear prospect who has "no problems."

#### Become a master story teller.

My heart fell as the prospect abruptly jumped from his chair and moved toward the front office. I was sure he was upset. The interview had been difficult and he was less than forthcoming with information. In an attempt to fill the silence I was sharing customer's experience to which I thought he could relate. I asked, "Is something wrong?" He replied, "No I just wanted to get a PO for you so we could start."

SALES MASTERY™ • LEAD THE PACK SALES TRAINING

### UPCOMING EVENTS

Please contact us for registration information.

**303.462.1277**

#### SALES MASTERY™ CLASSES & SALES MASTERY™ ADVANCED

View our calendar at:  
[www.LeadershipConnections.com](http://www.LeadershipConnections.com)

#### SALES MANAGERS' WORKSHOP 1:30 PM—5:00 PM

*May 14, 2008*

##### *Building High Performance Teams Part II*

This workshop uses a systematic and proven methodology for selecting the top sales talent and duplicating top producers. Apply interview processes that uncover the real candidate. Live interviews will be done in this session.

#### Are you Presenting with IMPACT?

#### Powerful & Persuasive Presentation Skills Workshop 8:30 AM—12:00 PM

*May 9, 2008*

##### *Learn ways to...*

- Captivate your listeners with impact
- Present yourself with poise and confidence
- Persuade people to act upon what you say
- Effectively use voice and body language
- Create positive personal presence
- Deliver with memorable impact

Classes held at Leadership Connections Training Ctr,  
2420 W. 26th Ave., Suite 445D Denver, CO

**303.462.1277**



## Interviewing the Prospect with No Problems



Got your attention, didn't I? Stories do that. We are drawn to stories because they are interesting, relevant, authentic and are usually told with passion and conviction. They engage others. They attract attentive audiences. They clarify and create interest with less skepticism.

They educate others. They persuade others. They develop bonds with others. They provide discovery for others. They lower defenses of others. They develop needs and new ways of seeing old issues. They uncover unseen or unrecognized problems and solutions.

Successful presenters and speakers use stories that focus on reality, details, and specifics. Using real people, real situations and real examples illustrate points more dramatically. It is also valuable to incorporate descriptions of people, places and time frames. Stories help people remember and stand out in the marketing clutter.

Stories can be told with conviction, compassion and authenticity. This makes you real and loveable! When beginning your next sales call or sales meeting, start with an interesting story to get the audiences attention and then they will be inclined to listen throughout the entire presentation. What are the stories you can use to guide and facilitate the unclear prospect who doesn't think you are needed?

Most prospects don't like to feel as if they are the only ones experiencing challenges. Stories rescue them and help them realize two things. First, they are not the only ones with similar problems and secondly, it lets them know you are experienced in dealing with their challenges.

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## Write a short article about you!

At the end of every month or quarter, write a short “news article” about your work and life related accomplishments. Don’t worry about the quality of the writing—just capture the highlights of what you did, reaching and exceeding sales goals, handling conflict, humorous situations, accepting praise and criticism, etc. Then review your story. Would you be comfortable if the story ran in your local paper or newsletter? Would it be OK to share it with your friends and co-workers? If you have no problem publishing your story every month or quarter, there is a good chance that you are managing your career and life in an ethical manner.

***Listening is an attitude of the heart, a genuine desire to be with another which both attracts and heals.***

—Author Unknown

