



SALES DISCOVERY

Generating Discovery Conversations

For Sales Professionals

Effectively question, listen and communicate to uncover opportunities and position yourself to win!

Workshop Description

Effective Communication

- The importance of communication
- The three elements of providing value in sales

Effective Listening

- Three types of listening
- Develop active listening
- Listening for red flags and green flags

Questioning

- Needs and decision criteria defined
 - Questioning process
 - Discovery conversations
 - Follow-up questions

Communication Styles

- What is my Selling Style?
- Strengths of my style
- Trouble spots of my style
- Reading other styles
- Application of communication styles

Handling Questions

- Steps for effective Q&A
- When to answer questions
- Maintaining control & credibility
- When you don't have the answer

Tough Questions & Objections

- Process for responding to tough questions
- Responsive acknowledgement
- Power of persuasion

Presentation Alignment

- Develop structured body
- Align the solution with the needs and decision criteria of the customer

Implement to Improve

- Satori
- Kaizen
- 21-day habits
- Personal action plan

Delivery Formats:

 Classroom  Virtual  Webinar

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How Will You Benefit...

- Receive coaching and feedback from a professional coach
- Practice a questioning process to mine for opportunities
- Discover the three keys to providing value to your customer
- Learn what to listen for in customer conversations
- Develop questions designed to gather the needs and decision criteria of the customer
- Learn and practice persuasion and assertive techniques in communication scenarios
- Discover your selling style
- Learn how to design a presentation to align with the needs and decision criteria of your customer
- Utilize a process for responding to objections and tough questions
- Practice the implementation of responding to the tough questions
- Deliver an aligned presentation based on the products and services you sell