

# Watch your P's & Q's (Questions)

Apart from the essentials, being **professional**, **punctual**, **prepared**, **practiced**, **polished**, **pleasant**, **poised**, **plausible**, **persuasive**, **powerful**, **potent** and **proficient**.

..and ensuring you don't pounce, **pry**, **pressure**, **push**, **pester**, **preturb** or cause **pain**

here are 5 key points to remember **Ask, Sell, Sell, Sell and Ask again!!!**

1. Ask questions first, listen to the response then sell . Selling isn't telling
2. Sell to their emotions, find out what is important to the client
3. Sell benefits not features ( What it does for them, the you factor)
4. Sell Value Don't catch pricitis, use the price Vs cost argument
5. Ask for the sale (use an appropriate question to close the deal,  
or move it to the next stage)

## What Ordinary Salespeople Sell (in order):

1. Price
2. Their Service or Product
3. Themselves
4. Their Company

## What the Best Salespeople Sell (in order):

1. Themselves
2. Their Company
3. Their Service or Product
4. Price

**Best advice: "Sell yourself first."**

## LEADING QUESTIONS

When you ask this sort of question you are either expecting or trying to force a particular response from the other person e.g. **"It's a lovely day, isn't it?"**

## OPEN QUESTIONS

This is where you are asking for the other persons' opinion or story. e.g. **"Could you tell me about..?"** This type of question is particularly useful when trying to gain acceptance from the other person get real feedback or check understanding

## HIGH - GAIN QUESTIONS

This is where you are asking a question with the intention of both eliciting information and getting the other person to visualise a future situation where they have already "bought your product, idea or service" e.g. **"If you were to invest in this service today.... what would you like it to do for your staff?"**

## CLOSED QUESTIONS:

This question evokes a short response from the other person, you either get a Yes / No, or, you get data e.g. **Do you like music? What time is it?**



## FAB'S Using Features, Advantages, Benefits:

Customers don't buy features, they don't even buy the advantages - what they buy is what the product's features & advantages will do for them, which in sales terminology is called the benefit.

**Features** are the set, objective facts or characteristics of your product or service that remain the same whether the prospect buys or not.

**Advantages** are statements about what product / service can do or the function it performs but, they are not directly linked to a specific customer need.

**Benefits** are statements which explicitly demonstrate how your products or service meets the needs of the prospect -The pay-off of the advantage, or the value it provides to the individual or company

The key is to focus on the selected features that offer a clear advantage to your prospect and link them their objectives, making the benefits crystal clear.

### Top Tips

- Feature & advantage statements are useful in selling low value transactional products/services, but ineffective with high value, complex sales.
- Benefit statements have a positive impact on the outcome of high value, complex sales.
- Only benefit statements which are directly relevant to the client are of value.
- Benefit statements must address a specific need to be of value
- For Business the four types of benefits are:

**Productivity Gains, Increasing Revenue; Reducing Costs & Enhancing Image.**

*Communicate how using your products or services will do this for them, how fast, to what extent and what investment is needed, give them a payback time*

### Closing Sales

**Option Close** Sometimes known as the Tea or Coffee close. The question becomes not whether but when... Not if but how many

**Conditional Close** Closing on a hypothetical statement, Agreeing in theory, separating the decision to buy from the exchange of money or contracts.

**Assumptive Close** Just assuming the sale not asking but telling

**Minor Agreement Close** Where the customer agrees to minor conditions or terms of the sale and by implication agrees to the sale

**'Hook' Close** Answering a question with a question to use a client enquiry as a close

