

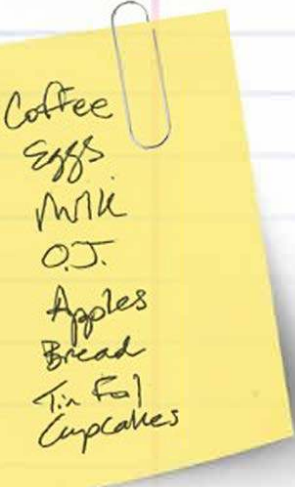


Start  
NEW  
JOB!



# HOW TO SELL IN PLACE

CLOSING DEALS IN THE NEW NORMAL



## CHAPTER 11 SALES PROCESS QUESTION SEQUENCE



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## CHAPTER 11 SALES PROCESS QUESTION SEQUENCE

Let's make sure we've got a good picture in our own mind of the right questions in the right order to get the right information to land big deals.

### #1. Qualifying & Disqualifying Questions

These happen early on in the sales process. They might happen by email or by phone call. They also are going to happen in your early meetings with a particular prospect. And inside of those qualifying and disqualifying that let you know whether you got yourself stuck with a toxic client or potentially black hole prospect, you want to know certain elements.

- First of all you want to know timing.
- Secondly, you want to understand do they have the intensity or that threshold of problem that you can really solve.
- Third, you want to get a sense of what the money is.
- And finally you want to know what process they're following.

Those four things and the qualifying and disqualifying keep you out of trouble, keep you from wasting your time in places that you shouldn't be, and also will help to shape what your future proposals, presentations, and sales process will look like.

### #2. Information Questions

They are just what you might imagine. The kinds of information you have to gather throughout the sales process to make certain that you can inform your presentations and your proposals and also that they make all of your interaction much more valuable to you as you're trying to customize your approach to win the big deal. You need to know the four types of questions inside of information and you're really asking around speed, scale, scope and specifications.

- Speed
  - How fast do things have to happen and what kinds of cycle times will you be dealing with in their buying process?
- Scale
  - How big is their particular problem?
- Scope
  - How are they going to define that problem inside of their definition of what the proposal would look like that you send back to them?
- Specifications
  - Do we have certifications that are required? Do we have technology that is required? Is there a particular location, geography? All those elements that frame out a very detailed final proposal.

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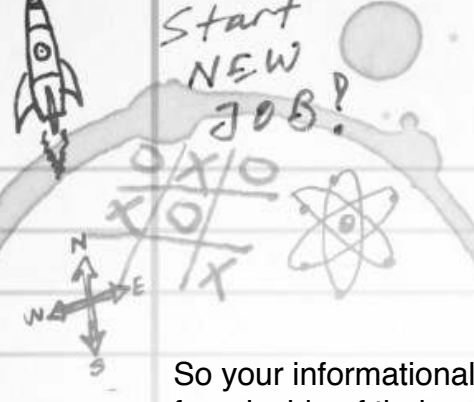
So your informational questions are gathered in a way to transfer that information from inside of their organization to you. But most importantly, if there's a hundred percent of information that you could have access to you, I will guarantee you only 10 to 15% is the information that'll make the difference. Your competitor already has that information. You have to ask great questions to get your 10 to 15%.

### #3. Persuading & Directing Questions

Persuading and directing questions are the kinds of questions that show you as an expert. They demonstrate your expertise in the overall process and they help to lead people to think about their solution and their particular company that they're going to select, hopefully you, in a very different way.

The kinds of questions that meet the directing and persuasive side are questions around your competitor, questions around their priorities, and very, very importantly, questions around threshold. How much difference does your difference have to make to cause your prospect to select you?

When you are thinking through your sales process, think in that order. Qualifying and disqualifying questions upfront, information questions in the middle, directing and persuading questions towards the end of the sales process. By categorizing your questions in that way, you'll have an easy flow, but more importantly throughout the process you'll be gaining the advantage that you need to have to win the big deal.



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Eggs  
Milk  
O.J.  
Apples  
Bread  
Tin Foil  
Cupcake



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