



### **Course Outline : Tactical Probing Skills**

Duration recommendation 12 weeks.

Information is the Number one priority in negotiating a successful outcome.

Customer's only ever buy for two reasons:

- Issues they may have but not want
- Results (benefits) they may want but not have.

This exceptional course will help salespeople to partner with their customers and use their superior communication skills to raise receptivity to new ideas and solutions.

#### **Key Points:**

- The 4 Key elements of Tactical Probing Skills (O.P.E.N. Formula).
- Avoiding the common selling traps in the needs analysis phase of the account development.
- Analysing buyers' statements of needs.
- Connecting probing sequences using the ASK-LISTEN-FEEDBACK communication system.
- Recognising account development opportunities.
- QPSQ graveyard of the Salesperson.
- Maintaining momentum in account development
- Close the sale through the eyes of the buyer.
- Case Study featuring low-receptive customer situations.

#### **Case Study:**

- Meeting a competitive negotiator
- Discovering the size of the customer's problem
- Gaining pre-commitment
- Maintaining control of future account development.

Course 1: Sustainable Competitive Advantage

- Active Buying Cycle
- Blue Ocean Sales Tool
- Ideas for Action

Course 2: A.L.F. Communication

- Open v Close Questions
- Listening Skills
- Paraphrasing
- Workshops

Course 3: Orienting Questions

- Effective use of Questions
- Current Situation Analysis
- Workshops

Course 4: Problem Questions

- Asking Problem Questions
- Uncovering Indirect Needs
- Workshops

Course 5: Expansion Questions

Course 6: Need Satisfaction Questions

- Asking Need Satisfaction Questions
- Positioning with Direct Needs
- Workshops

Course 7: Gaining Pre-Commitment

- Requesting Pre-Commitment
- Pre-Commitment Guidelines
- Pre-Commitment Case Study
- Workshops

Course 8: The QPS Syndrome

- Avoiding Reverse Gear
- Workshops

Course 9: Controlling the Sale with Questions

- Providing Information
- Answer a question with a Question
- Add-on a Request for Action
- Questions in a Negotiation

Course 10: Dealing with Difficult Situations