

# BECOMING A MASTER QUESTIONER

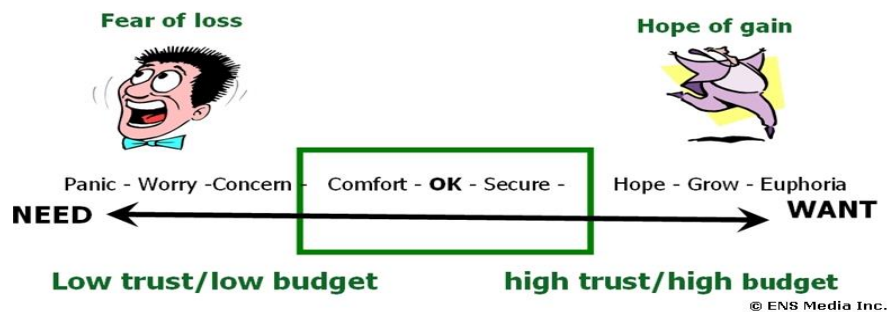
HELPING INCREASE YOUR SALES AT A PROFIT



There really are only two motivators in life and in buying decisions...fear of loss or hope of gain.

Today's sales best-practices dictate that we need to appeal to both ends of the scale, fear, and euphoria.

## Questioning Continuum



Most solution-oriented sales training or traditional consultative selling often focus only on the pain or problem side of the questioning continuum.

The moniker of some of these courses is “When the price of the pain exceeds the cost of your cure, you have a sale.” While this is true, it is a mistake to under-estimate how much wider the purse strings open when your presentation appeals to advertisers’ visions, hopes, and dreams, rather than focusing on solutions to short term problems.

It is also true that you require considerably sharper questioning skills to uncover your prospects’ hopes and dreams than you do to uncover the problems staring them in the face this month.

The most successful account executives have mastered the skill of opening the door through problem-solving, then building a relationship by appealing to our prospects’ dreams and long-term goals.

Our Becoming a Master Questioner Workshop is a hands-on workshop where your account executives learn to strategically work both ends of the scale.

Participants will learn;

- The principles of Guided Discovery questioning
- How to get the appointment to ask questions
- How to transition from problem solver to dream weaver
- Develop the right questions for each stage of the selling relationship
- Create a key account strategic plan
- Build your brand as a key advisor

### Your Investment Includes:

- A pre-workshop consultation to tailor the Master-Questioner principles to fit your corporate culture
- Six-hour in market workshop
- 90-day follow-up telephone mentoring/coaching