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.

Most solution-oriented sales training or traditional consultative selling often focuses 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.
They will take home;

- The principles of Guided Discovery Selling
- How to get the appointment to ask questions
- How to transition from problem solver to dream weaver
- Developing the questioning continuum
- Creating a key account strategic plan
- Building your brand as a key advisor

Your Investment Includes:

- A pre-workshop consultation to tailor the Master-Questioner principles to fit your corporate culture
- All workbooks and materials
- Travel expenses
- Half-day in-market workshop
- 90-day follow-up mentoring/coaching

Total Investment = $6,850.

All ENS Media Inc. workshops include a money back guarantee if you are not completely satisfied.
50% deposit due upon booking and balance due upon completion.