



HIGH PERFORMANCE SELLING

MODULE 11

Identifying Needs Accurately

INTRODUCTION

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Customers buy for their reasons, not yours. The most important thing you do in a sales presentation is to uncover the true needs or problems of the prospect that your product or service can fulfill or solve.

Selling is both a science and an art. Top salespeople have a set of skills they can use to establish higher levels of rapport and to separate prospects from suspects. By learning and practicing a series of powerful, proven skills used by high performing salespeople everywhere, you can dramatically increase your effectiveness and your results.

In this lesson, you will learn some of the best ideas used by some of the best salespeople.

“Today, knowledge
has power. It
controls access
to opportunity and
advancement.”

~Peter Drucker

IDENTIFYING NEEDS ACCURATELY

The key to sales success, in every situation, with every customer, is to ask good questions and listen closely to the answers:

Listening builds trust.

Be a student; let the customer be a teacher.

1. Problem or need focused questions uncover selling opportunities:
 - a. Prepare your questions in advance; consider the wording carefully;
 - b. Rehearse your sales questions with your colleagues, friends and family;
 - c. Use the “agenda close” — prepare a list of questions for your prospects.

2. Self-image plays a major role in sales effectiveness:
 - a. See yourself as a **consultant** — a knowledgeable problem-solver rather than a salesperson;
 - b. View yourself as a “problem-detective – as a person looking for problems for which your product or service is the solution;
 - c. View yourself as a “Doctor of Selling,” completely professional in everything you do;

- 1) As a Doctor of Selling, you have a “Code of Ethics” that you follow with every patient (customer);
 - 2) You focus on thorough examination before diagnosis and prescription.
- 3.** Your ability to perform an accurate **GAP Analysis** is the key to your success at positioning your product or service:
- a. You are a detective seeking problems or needs that your product or service can satisfy;
 - b. The key to uncovering needs is the ability to ask carefully planned questions;
 - c. Your goal is to discover a gap between where the customer is and where the customer could be with your product or service;
 - d. Your job is to **define the gap** for the customer and then expand the gap by intensifying the need;
 - e. When the customer recognizes that he or she has a problem, you suggest a satisfactory, **cost-effective** solution in your product or service.
- 4.** “I’m not interested” simply means, *“I am unaware of the benefits of your product or service.”*
- a. Use this reply: *“That’s alright; most people in your situation weren’t interested when we first spoke to them; but now they have become our best customers and they recommend us to their friends.”*

- b. Customer: *"I can't afford it;"*
 - c. Response: *"That's alright, most people in your situation felt the same way when we first spoke to them; but now they have become our best customers and they recommend us to their friends."*
 - d. Customer: *"We're not in the market right now;"*
 - e. Response: *"That's alright, most people in your situation felt they weren't in the market when we first spoke to them;"*
 - f. Customer resistance is normal and natural. It simply means that he/she doesn't know how helpful your product can be to him or her. Be persistent!
5. Most people feel they can't afford a new product or service when they first hear about it:
- a. **Ability** to pay and **willingness** to pay are not the same thing;
 - b. Most people are **capable** of paying but they don't want to;
 - c. Willingness to pay increases as customer **desire** increases.
6. Questions are the keys to sales success. **Telling is not selling!**
- a. The person who asks questions has **control**;
 - b. Question: *"What are you doing in this area right now?"*
 - c. Question: *"How is that working for you?"*
 - d. Question: *"How do you feel about that?"*

- e. Question: *“What are your long-term goals in this area?”*
 - f. Question: *“What are you trying to achieve (avoid, preserve) in this area?”*
 - g. Question: *“What sort of problems/frustrations are you experiencing in this area?”*
7. Question: *“If I could show you a way to greatly improve your results in this area, would you be interested in looking at it?”*
- a. Question: *“Would you be open to looking at something else in this area?”*

Positive expectations are very powerful — always expect to sell!

Professional selling is not manipulation. It is a process of discovering the real needs and problems of your prospect and then showing him or her that those needs can be fulfilled with your product or service.

Your ability to ask skillful questions and to listen carefully to the answers is the true mark of the top sales professional.

Now, here are some questions you can ask and answer:

1. What **three** questions would you use in preparing the “agenda close?”
2. In what **three** ways could you position yourself as a **consultant** rather than as a salesperson?
3. What **three** problems or needs does your **ideal** prospect have that your product or service could solve or fulfill?
4. When the customer says, “I’m not interested,” what does he **really** mean?
5. In what **three** ways could you increase the customer’s desire to buy your product or service?
6. What are **three** benefits or advantages that you gain by asking **questions** rather than talking?
7. List **three** gaps between where your prospect might be today and where he could be if he bought and used your product or services.

What one action are you going to take immediately as a result of what you have learned in this lesson?

Now, stop the lesson at this point and answer these questions:

1. What **three** questions would you use in preparing the “agenda close?”

1) _____

2) _____

3) _____

2. In what **three** ways could you position yourself as a **consultant** rather than as a salesperson?

1) _____

2) _____

3) _____

3. What **three** problems or needs does your **ideal** prospect have that your product or service could solve or fulfill?

1) _____

2) _____

3) _____

4. When the customer says, "I'm not interested," what does he **really** mean?

1) _____

2) _____

3) _____

5. In what **three** ways could you increase the customer's desire to buy your product or service?

1) _____

2) _____

3) _____

6. What are **three** benefits or advantages that you gain by asking **questions** rather than talking?

1) _____

2) _____

3) _____

7. List **three** gaps between where your prospect might be today and where he could be if he bought and used your product or services:

1) _____

2) _____

3) _____

What one action are you going to take immediately as a result of what you have learned in this lesson?
