



Sales Mastery Series **WITH** **THOM WINNINGER**

Become the Specialist

In today's competitive market, the professional salesperson who becomes the specialist finds a niche in the marketplace. Specialists, because of what they know not only about the product and service, but about the buyer's unique needs, create stronger relationships that tend to increase the sales results.

Skill Experience Knowledge

Focus: (C.D.F. — Critical Data Facts)

1. _____
2. _____
3. _____
4. _____

Key Questions

1. What do you know about the buyer?
2. What do you know about the buyer's application/use of your product?
3. What do you know about the environment/market of the buyer?

It's not enough to know your product and your service.

It's not enough to know the buyer's needs. We must become specialists in the unique environment in which the customer exists. Understanding the industry in which the buyer operates tends to take you to the ultimate level of specialization. What do you know about the business environment that is unique to the buyer?

A specialist knows things that their buyer doesn't know but wants to know and doesn't know where to find it.

Rules:

1. _____

2. _____

3. _____

Dynamics:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

Integrating Critical Data Facts:

1. Ask powerful planning questions.
2. Anchor in best buyers.
3. Assume awareness – make it a pre-known fact.

Exercise 1:

List below critical data facts; those things you know about your best buyer's needs, wants, applications and environment.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Exercise 2:

Make a list of those critical data fact areas that you should learn more about, then prioritize the list.

Exercise 3:

Identify your priority 1 area from exercise 2 and list four things you are going to do to gather critical data facts about that area.

1. _____

2. _____

3. _____

4. _____

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Worksheet 1:

Challenge:

Response:

Worksheet 2:

Challenge:

Response:

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