



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Customer Experience—**
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.
- **Customer Acquisition—**
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **Communication—**
Practices active listening supported with meaningful oral and written information.

RELATED COMPETENCY CATEGORIES:

- **External Awareness—**
Sees things from multiple points of view. Keeps up to date with issues that affect area of responsibility.
- **Professionalism—**
Projects an image of maturity and integrity that creates credibility.
- **Interpersonal Skills—**
Displays a consistent ability to build solid relationships inside and outside of the organization.

Generate Interest Through Informed Discovery

SUMMARY

In this module, you will analyze several ways to acquire the information necessary to provide successful solutions while also establishing your professionalism and impressing the client with your expertise. Asking informed questions based on research and analysis of the client's business and industry helps you earn the client's trust, and gives them ample motivation to want to do business with you.

CONTEXT

One of the biggest challenges that salespeople face is a lack of interest on the part of potential clients and current customers. When you know that your solution will benefit a client, you need to overcome their initial indifference and get them to a point where they are strongly interested in hearing your recommendations. You do this by asking the kinds of questions that help buyers clearly see that you understand their business, and that we can help them solve problems or create opportunities.

At the completion of this module, participants will be able to:

- Utilize a variety of tools for information gathering
- Use Informed Interviews to earn client respect and trust
- Develop needs assessments to gather relevant client data
- Use specific summarizing techniques to confirm client needs

"There are no foolish questions, just fools asking questions."
—Dave Kifer