



DEFINING VALUE

Value is a total experience you deliver to your customer in the form of product, company and you, and is the most effective way of selling against price. **Quite simply, value is whatever the customer considers valuable.** How will you determine what your customer considers valuable?

Ask Questions and Listen to the Answers

Questioning skills may be the most important skill set a salesperson could possess. Prepare your questions before the appointment. What are you trying to find out? You are attempting to uncover information about the customer's present situation and scope of their project. There are two key areas: What's in it for them and what's in it for me:

What's in it for Them?

- What caused you to take an interest in getting new windows for your house?
- Finding out about the customer's needs is essentially the "what's in it for them". We are trying to learn why it would benefit them to make a change – essentially building on what we will sell later in the call.

What's in it for Me?

- How long have you owned your home?
- What other companies have been in to show you windows?
- How long do you plan on living in this house?
- Who besides yourself will be involved in making a decision?

Listen!

- Listening is very important to the process. Don't ask a question if you're not going to REALLY listen to the answer.
- Take notes.
- Dig deeper. Ask follow up questions and drill down to help uncover more urgent needs, but don't interrogate.
- Remember Consequences, Impacts and Affects.
- Confirm what you heard.