

Consultative Selling

Discover your selling style?

1. Sell a pen to your colleague in 2 minutes!

1. Record your persuasive attempt

2. Discover your selling style

Discover your selling style

- Ratio: information given/ Informations requested = ?

Discover your selling style?

Give information

Receive information



5

4

3

2

1

0

Consultative

Average

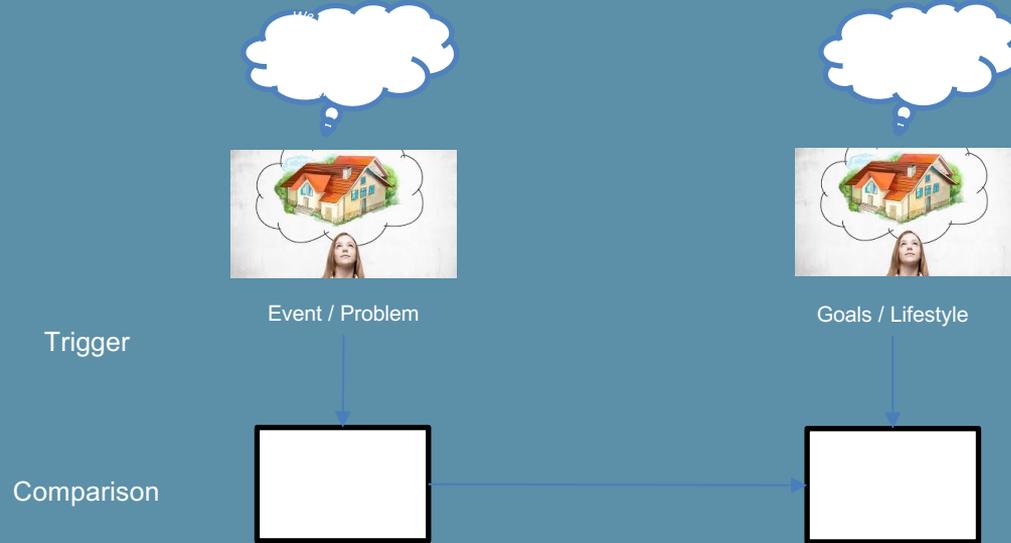
Strong giver

Situation
Problem
Implication
Need payoff



Benefits
Advantages
Features

Need Creation



First name ?

Age ?

Sex

industry?

motivation ?

...

PERSONA

Reverse Engineering

Problems

Customer Problems

Features

Reverse Engineering

Problems

Choose 3 Problems that your solution can solve for the client?

I : Problems

1.....

2.....

3.....

SITUATION QUESTIONS

10

Situation Questions at a glance

Situation Questions

DEFINITION: Finding out facts about the buyer's existing situation.

EXAMPLES: *How many people do you employ at this location?*
Could you tell me how the system is configured?

IMPACT: Least powerful of the SPIN® questions. Negative relationship to success. Most people ask too many.

ADVICE: Eliminate unnecessary Situation Questions by doing your homework in advance.



EXERCISE



"What situational questions are you going to ask?"

PROBLEM QUESTIONS

13

Problem Questions at a glance

Problem Questions

- DEFINITION:** Asking about problems, difficulties or dissatisfactions that the buyer is experiencing with the existing situation.
- EXAMPLES:** *What makes this operation difficult?*
Which parts of the system create errors?
- IMPACT:** More powerful than Situation Questions. People ask more Problem Questions as they become more experienced at selling.
- ADVICE:** Think of your products or services in terms of the problems they solve for buyers—not in terms of the details or characteristics that your products possess.

STATION BREAK

	SITUATION QUESTION	PROBLEM QUESTION
How many units do you use each month?	<input type="text"/>	<input type="text"/>
Are you satisfied with your current contract?	<input type="text"/>	<input type="text"/>
Is there a part of your production that costs you more than you would like?	<input type="text"/>	<input type="text"/>
What was the growth of your company over the last year?	<input type="text"/>	<input type="text"/>



EXERCISE



"What situational questions are you going to ask?"

IMPLICATION QUESTIONS

17

Implication Questions at a glance

Implication Questions

DEFINITION: Asking about the consequences or effects of a buyer's problems, difficulties, or dissatisfactions.

EXAMPLES: *What effect does that problem have on output?
Could that lead to added costs?*

IMPACT: The most powerful of all SPIN® questions. Top salespeople ask lots of Implication Questions.

ADVICE: These questions are the hardest to ask.

STATION BREAK

	QUESTION PROBLEME	QUESTION IMPLICATION
• How difficult is it to replace the ink cartridges?	<input type="checkbox"/>	<input type="checkbox"/>
• Have you received more customer complaints since the quality of your services decreased?	<input type="checkbox"/>	<input type="checkbox"/>
• How much do these issues cost you each month?	<input type="checkbox"/>	<input type="checkbox"/>
• Are you satisfied with the current results of your investments?	<input type="checkbox"/>	<input type="checkbox"/>



EXERCISE



Your Product

"You are selling a glass ashtray that is:

- Heavy and solidly built
- Made of transparent glass
- 15 centimeters in diameter
- With very deep cigarette rests
- Deliverable in 7 working days
- 90 Euros for 100 pieces"



Reverse Engineering

Implications

Choose 4 implications for each difficulty listed previously.
Imagine the client says 'very well but it's not worth it', why are they mistaken

II : Implications

1.....

2.....

22

3.....

4.....

NEED-PAYOFF QUESTIONS

23

Need-payoff Questions at a glance

Need-payoff Questions

DEFINITION: Asking about the value or usefulness of a proposed solution.

EXAMPLES: *How would a quieter printer help?*
If we did that, how much could you save?

IMPACT: Versatile questions used a great deal by top sales-people. Positive impact on customers who rate calls high in Need-payoff Questions as helpful and constructive.

ADVICE: Use these questions to get buyers to tell *you* the benefits that your solution can offer.



EXERCISE



Reverse Engineering

Benefits / gain

Choose 4 Benefits for each difficulty listed previously".

III : Benefits

1.....

.....

2.....

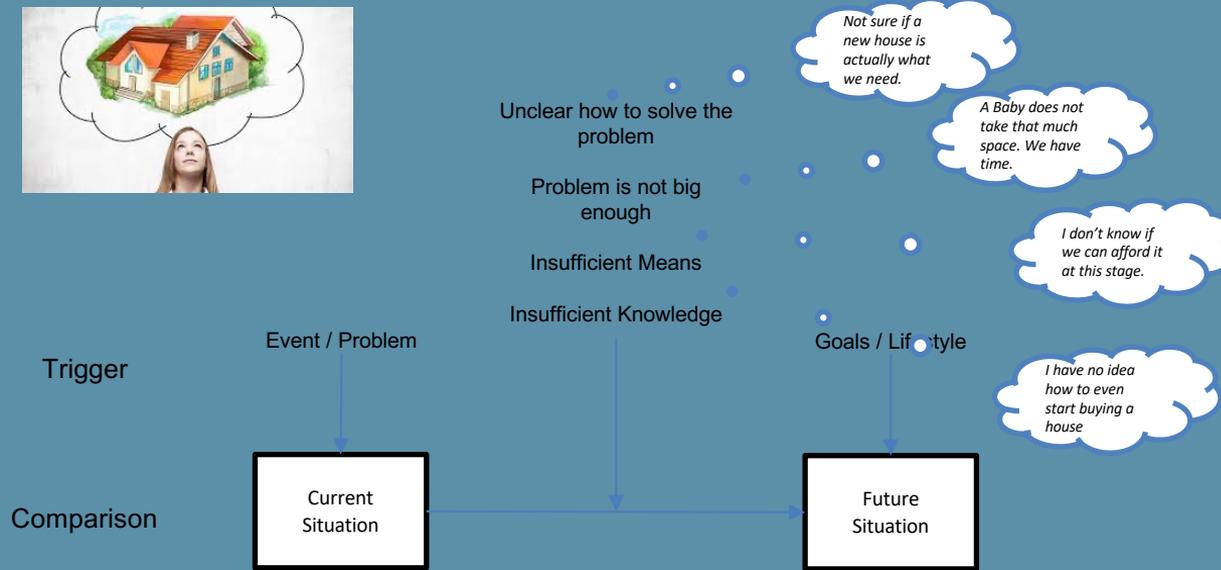
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Situation
Problem
Implication
Need payoff

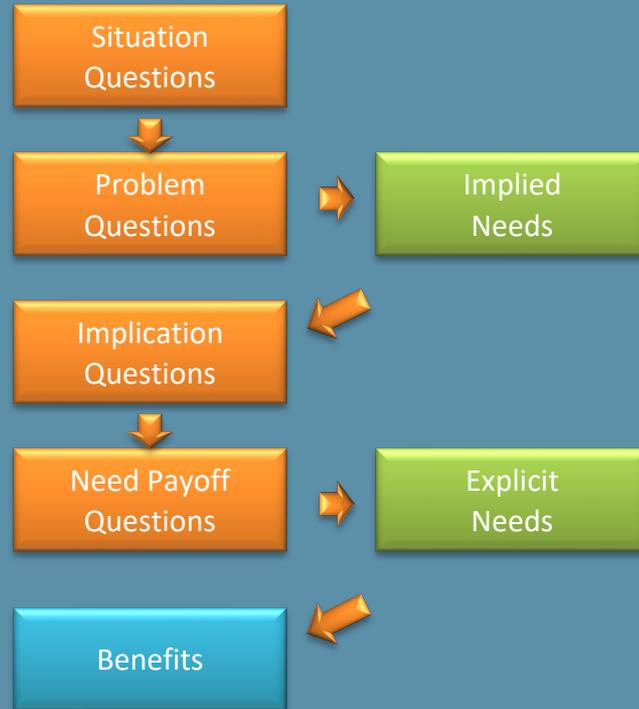
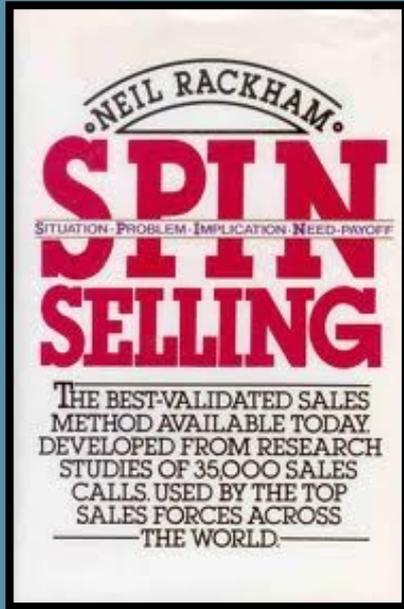


Benefits
Advantages
Features

Need Creation



SPIN SELLING



How do we make purchase decisions?

