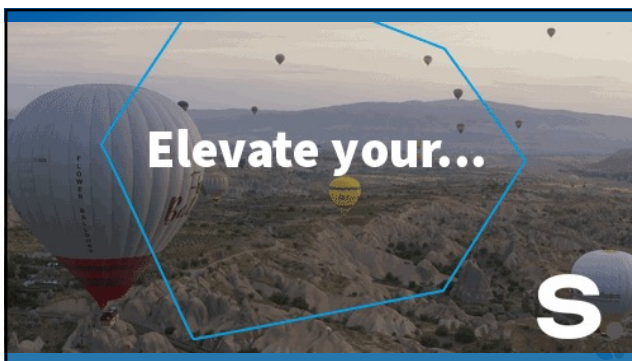




1



2



3



4

Our **Objective**

- Learn how to ask the right questions to the right people
- Learn how to use the 'Pain-O-Meter' to discover pain
- Discover how to put a cost on the Financial Impact of the Problem



6

Stalls and **Objections**

What do you hear?



7

Stalls and **Objections**

Why do we hear
them?

t.

8

Stalls and **Objections**

Not interested

t.

9

Stalls and **Objections**

We've not uncovered
the real 'pain' or
problem

t.

10

What do People **Buy**

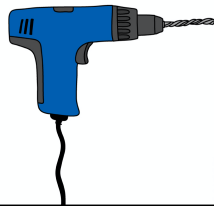
People don't buy
features and benefits

t.

11

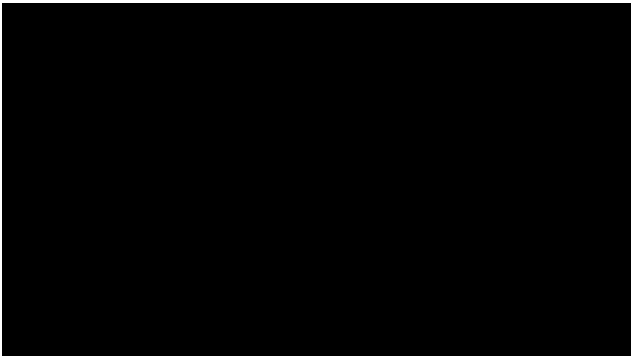
"people don't want
to buy a
quarter inch drill,
they want a
quarter inch hole."

-Theodore Levitt



©Springaid

12



13

The Real **Problem**

What was her pain?



14

Three Questioning Strategies to Close the Sale

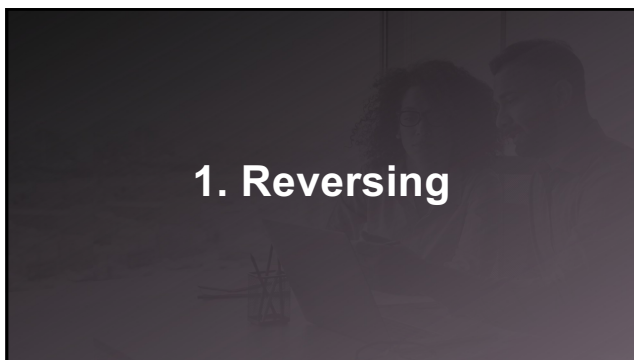
15

Three **Strategies**

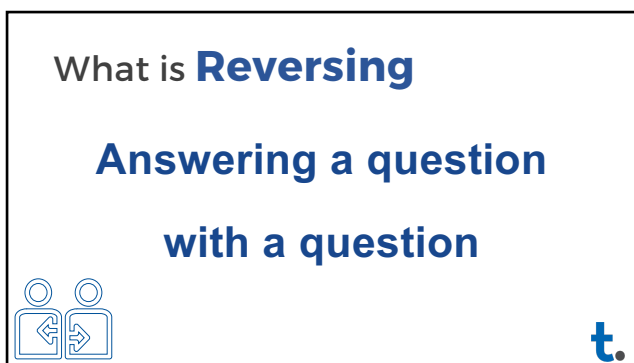
1. Reversing
2. Pain-O-Meter
3. Costing out the problem (COP)



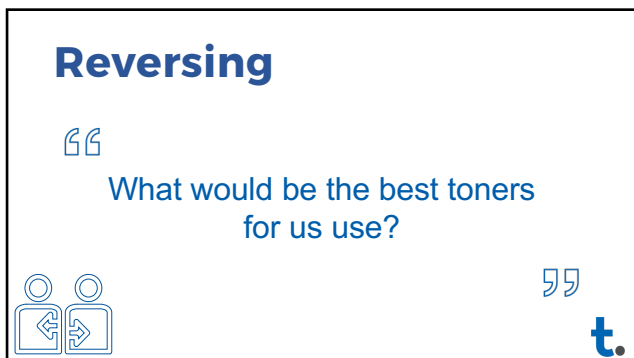
16



17



18



19

Reversing



We specialise in compatible
toners



20

Reversing



We specialise in compatible
toners



21

Reversing



Well, we've used compatibles
before. Every single time, they
didn't last as long as they said
it would.



22

Reversing



What would be the best toners
for us use?



t.

23

Reversing



That's a very good question. We offer a
wide variety of toners, and it would
probably take me four hours to go over
all of it.



t.

24

Reversing



Well, we've used compatibles
before. Every single time, they
didn't last as long as they said
it would.



t.

25

Reversing

“

Can you give me an example?



”

t.

26

Reversing

“

Last week we had a report to
print for a major client of ours

...



”

t.

27

Reversing

“

How did that affect you?



”

t.

28

Reversing

“

We lost the contract



”

t.

29

IT'S **NOT**
ABOUT
THE
NAIL

30

2. Use the
Pain-O-Meter

31

Pain

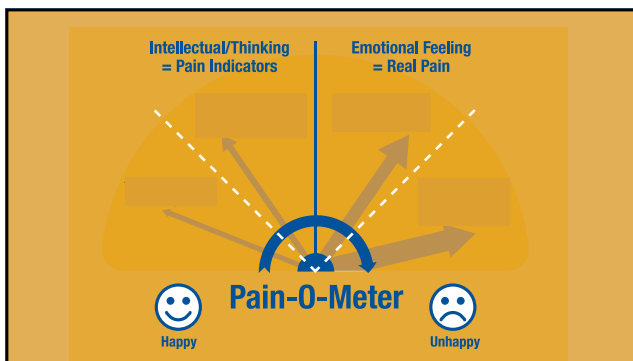


The gap between where the prospect is and where they want to get to

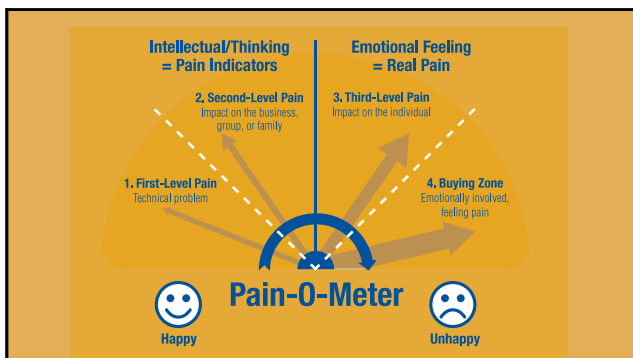


t.

32



33



34

First Level **Pain**

“

Late deliveries



”

t.

35

it is so nice to meet you
too!

WILL
YOU MARRY ME?

t.

36

Intellectual/Thinking
= Pain Indicators

Emotional Feeling
= Real Pain

1. First-Level Pain
Technical problem



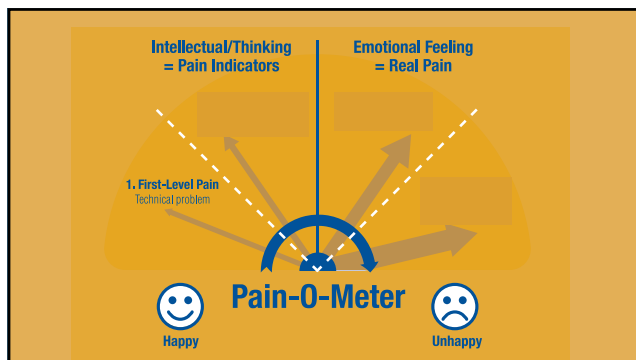
Happy

Pain-O-Meter

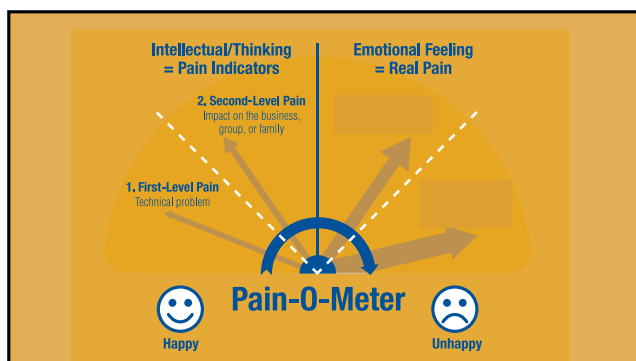


Unhappy

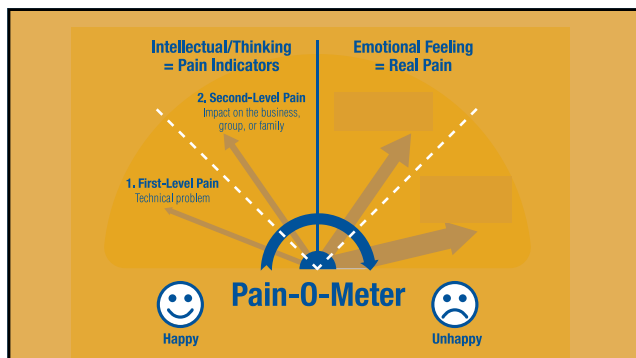
37



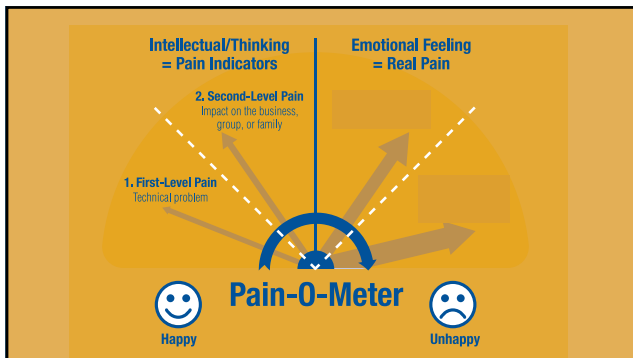
38



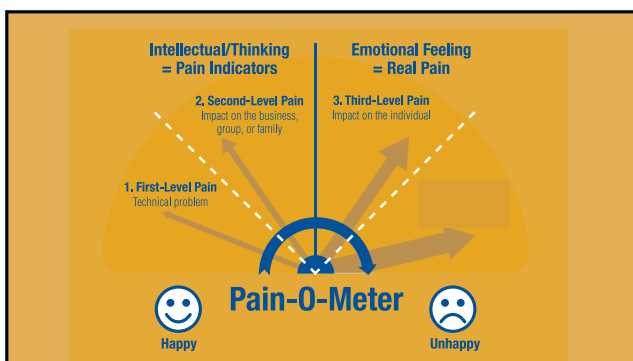
39



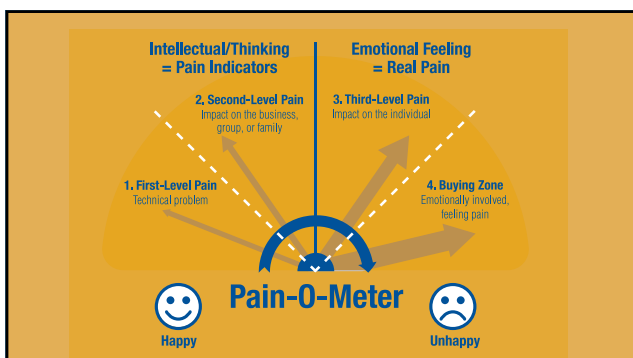
40



41



42



43

Listening for **Pain**

F	Frustrated
U	Upset
D	Disappointed
W	Worried
A	Anxious
C	Concerned
A	Angry



44

Pain



The problem the prospect brings you is never the real problem



45

3. Costing out the problem (COP)

46

Costing out the **Problem**

Help prospects discover
exactly what their pain is
costing them



t.

47

Costing out the **Problem**



t.

48

Costing out the **Problem**

10%
Savings

10%
Additional
Cost



t.

49

Costing out the **Problem**

10%
Savings

10%
Additional
Cost



t.

50

Costing out the **Problem**

Pain in the
Present



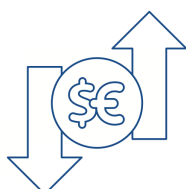
Gain in the
Present



t.

51

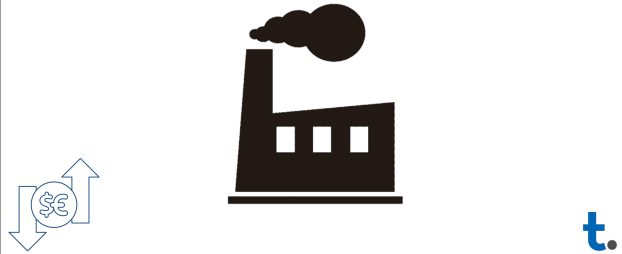
Costing out the **Problem**



t.

52

Costing out the **Problem**



t.

53

Wrap **Up**

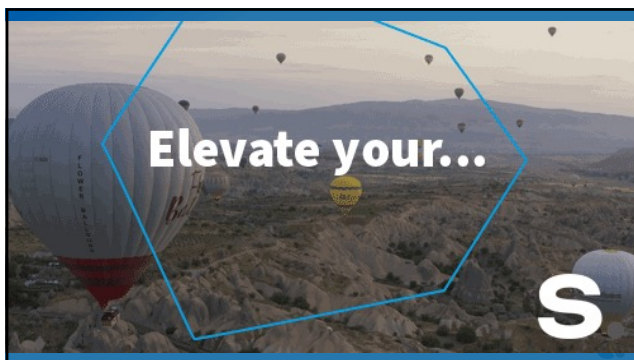
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t.

54



55



56
