

THE SALES

MULTIPLIER

X

WORKBOOK

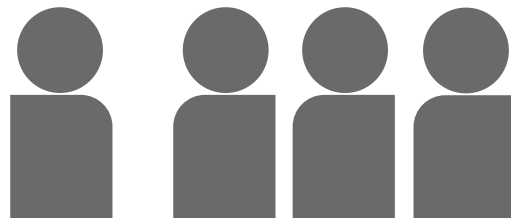
YOUR NEXT 10 STEPS

MARK SAWATZKY

10 STEPS

1. DISCOVERY QUESTIONS
2. SET OR RENEW YOUR PASSION
3. BE AN EXPERT
4. THE BUYER EXPERIENCE
5. EXPERIENCE CHECK
6. ELEVATOR PITCH (YOUR 20 SECOND COMMERCIAL)
7. SELLING GOALS
8. REFLECT YOUR BUYER
9. SELLING SECRETS
10. SCHEDULE MANAGEMENT

**Win with
people and
be a sales
Rockstar.**



Step 1: Discovery Questions

Sales are built on confidence and connection, and both are created through questions developed around how you and your product makes the lives of people better (This is the heartbeat of sales ... making the lives of people and businesses better).

Asking questions is a critical early step to sales success.

What are the questions you ask early in the sale?

If you don't know, you're probably selling too soon and this is one of the greatest sales killers.

To avoid this, let's build your Discovery Questions.



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Step 1

Identify up to 5 ways you make the lives of customers better through what you sell and/or through the customer service you provide.

1.

2.

3.

4.

5.

Step 2

Look at your list and identify the top 2 that you do better than your competition. The two you would talk about if you could only say two things to advance a sale.

Step 3

Turn those two best features into Discovery Questions by adding the following in front of what you wrote ...

Would it be valuable to you or your business to get ...
How do you currently solve ... look after ... deal with ...

Step 4

Establish your Starter Discovery Question.

If people are coming to you ... that question is "*What brings you in today?*" It is never "*Can I help you?*" Avoid yes/no questions ... because if you get a no, you're stuck.

If you are going out to see a potential customer ... the question, after you introduce yourself, should relate to a common challenge people or businesses have that you solve ... and you ask it by saying "*How do you solve ... today?*"

Whenever you are going out and initiating a sale, always treat it like an important interview, and just like an interview, you should know something about the business you are calling on (or know something current about their industry).

Step 5

Establish your closing question which is "*Is there anything you would like to get from my industry that you don't get today?*"

This question can uncover something that if you can solve, greatly increases your chance of making the sale.

The key to selling is asking questions. Questions ensure a conversation will be about what's important to the potential buyer (this will grow their confidence in you), it will take the "selling pressure" off of you, and questions help avoid the number one sales killer ... selling too soon (or before you know what's important to the potential customer).