



Providing Financial Peace of Mind for Goal Oriented Clients ™

Let the Customer Talk

The chances of closing a deal are generally commensurate with the amount of time the prospective buyer spends talking.

Your Privacy

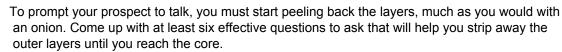
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A rule of thumb: Let the customer talk 80 percent of the time. You fill in the remaining 20 percent with insightful questions and solutions.









It's really a two-part process. Start with the basics about the customer's company and then move into the problem areas.

Part 1: The Basics. Ask open-ended questions that elicit more than one-word answers:

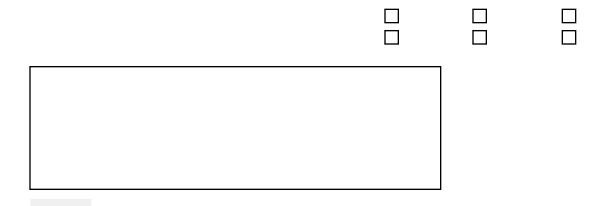
- Tell me about your products and services.
- Where are your businesses located?
- How did you get started in business?

Part 2: The Problems. Focus on where the prospect needs assistance:

- What are the biggest challenges you face running your company?
- What types of business worries keep you up at night?
- How frequently do production problems occur and how do they affect your company?

Caution: When you hear a problem, it's normal to want to solve it. Don't fall into this trap. A better approach is to continue the questioning to get even *more* information. The more answers you have, the better your chances of closing the sale.





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