

The more important it is to make your numbers, the more important it is to stop concentrating on your numbers and start concentrating on your client's numbers.

HELPING CLIENTS SUCCEED™

Qualifying Opportunities: Inquiry

Helping Clients Succeed (HCS) is a work session that teaches sales people how to break down the dysfunctions in the selling/buying process and get real with trustworthy communication and disciplined business thinking. Our unique HCS methodology provides the strategies, tools, critical thinking and communication skills to transform sales people into trusted business advisors who truly:

- Create value based on the buyer's criteria rather than the seller's criteria.
- Enable clients to make decisions in their own best interest.
- Deliver critical business results.
- Help clients succeed.

As a participant in the work session, you are invited to bring your own business opportunities to work on—this isn't lost time from working on real deals. You will receive expert how-to training and coaching for improving your abilities to:

- Demonstrate value by first moving off the solution to explore problems to be solved or results to be produced.
- Create rich dialogue that uncovers your client's real issues by structuring conversations and asking hard questions in a soft way.
- Manage "gatekeeper" objections and gain access to key stakeholders to get their perspectives.
- Discuss pricing and budget sensitively early in the selling process.
- Find out the client's decision process (what, when, who, and how), influence positive and timely decisions, and enable clients to make decisions in their best interest.
- Manage unspoken concerns and constraints through open discussions.
- Discuss resource issues (time, people, and money).
- Know who else the client is considering and how to position your solution.
- Build a quantified business case with the client.
- Present a compelling solution.
- Deliver the right solution at the right time for the right price.
- Exit gracefully from low-potential opportunities.

Should We Be Talking?

If you would like to explore how we might help you become a trusted business advisor who helps clients succeed, please give us a call.