



Hello Sales Pros!

53% of the reason clients buy and stay loyal to you is because of HOW you sell vs. WHAT you sell.

Are you mostly talking and selling like a vendor or asking questions and listening like a trusted advisor?

What buyers really want from their suppliers today are new ideas to help them achieve their goals and solve their problems.

New ideas that they have never thought of before!



That requires you to take a step back and resist selling too soon. That requires you to ask more questions in order to gain a deep understanding of their business and the outcomes they seek.

Too many sales pros are cutting corners & taking short cuts. They talk product and solution WAY too early in the sales process.



SLOW DOWN ON SELLING



Step back. Ask more questions.

In that way your recommendation can be more relevant and aligned to the outcomes they want to achieve.

By applying the 5Cs you will learn what types of questions to ask and in what sequence. You will become more efficient, effective and make more money.