

Step 1

Hi there, my name is Barry and I want to say “thank you” for taking the time to take my Sales Challenge.

It’s been said that the top 10% of all sales people make 90% of the money. Well, if that’s true, what are the characteristics, or better yet, what are the skill sets that allow the most successful sales people:

- ⊖ To consistently over-achieve their sales numbers
- ⊖ To consistently control, and then shorten, their sales cycles
- ⊖ To consistently create enough value that the customer wants their solution and is willing to pay more

And what is it that allows these sales greats to build such high quality relationships that the

customer will do anything that’s asked of them? These are all very interesting questions, and yet the relevant questions for me are:

- ⊖ How do your skill sets compare to the world’s most successful sales people?
- ⊖ What if there were things that you could learn quickly that would greatly increase your sales results?
- ⊖ What if you could learn in days what it has taken these sales greats years to perfect?
- ⊖ And what if, in the next few minutes, you could learn some skills that will change how you sell forever? How’s that for a bold statement?

Welcome to the Sales Challenge!

Step 2

So how does the Sales Challenge work? Well, I believe that selling can be broken down into three key components that can be visually thought of as a triangle.

The left side of the triangle is for information gathering. How do you understand what’s really important to your customer? How do you get the customer to describe and then quantify a value? How do you understand the customer’s decision-making process completely? What are the best questions to ask to get a deal closed? How do you gather better information than any of your competitors? That’s the left side of the triangle.

The right side of the triangle is really about creating customized value. So what does that mean? Well, once you have the best possible information, how do you use that information to customize your solution in a way that the customer believes you are their ideal solution?

Now let me say that again. How do you use information you gathered to customize your solution in a way that the customer believes you are their ideal solution?

So how do we do this? Well, we will use their description of value, again their words, examples and stories, to customize our presentations, customize our demos, customize and show value in our proposals, show value whenever we talk about price, and use value whenever we’re



negotiating the deal.

So the left side is about gathering information, the right side is all about how we use that information to customize value, and the base of the triangle, what holds it all together, that’s



about relationship building.

Now what are you doing daily, weekly or monthly to differentiate yourself in your customer's eyes? How are you ensuring that your relationships are better than any of your competitors? What is your relationship-building strategy, and what are the specific tactics that you do to ensure you build the best relationships possible, quickly? That's the triangle.

For the Sales Challenge, we will be focusing on the left side of the triangle, which is all around information gathering – listening and questioning skills. My experience is that the most successful sales people listen and ask questions very differently than other sales individuals. I believe we all can agree that asking great questions is a skill set that everyone in sales needs and needs to be good at, and

my experience is that the great ones in sales – they're awesome at asking the right questions.

And so my questions to you are... How are your listening and questioning skills compared to the world's most successful sales people? What if you found out there was a lot easier way to ask questions and uncover true customer issues? What if there were questions that if you knew, would allow you to sell a lot more in a lot less time, with a lot less frustration? And you've probably heard these things before: however, what if there really was a better way?

And so, if you're interested in seeing how your listening and questioning skills compare to the world's most successful sales people, get out a piece of paper, a pen or pencil, and click the next button to begin the Sales Challenge.

I promise it will be worth your time and you won't be disappointed!

Step 3

Welcome back. So here we go. I am going to read to you a conversation with a potential customer. Your job is to take notes as if you were on a sales call with this customer and then from your notes, come up with a list of all the open-ended questions that you would want to ask if it was your turn to ask questions.

Now, the script that I'm going to be using is really generic in nature and it will apply to everyone in sales at some level. I know this scenario isn't what you do every day; however, the skill sets of listening and asking good questions apply to all sales individuals worldwide. So, to recap: I read the conversation. You take notes. Then, from your notes, you make a list in writing of all the open-ended questions you would want to ask if it was your turn to ask questions. We'll then compare your questions to the world's most successful sales people.

So, here we go: take good notes as I read this.

"I am the new executive here at ABC Company. I have been here for about four months and it's clear to me that we need to do some

things to improve our business. I can tell you that I am familiar with what it is that you do, and I have heard good things. We are going to be looking at several options and I would like to bring you in next week to see how your solution maps to our requirements. After we see everyone, we will narrow it down to the two finalists. At that point we will do a much deeper dive into each solution. We would like to see a proposal with pricing. We'll be checking references and at that point, issue a PO."

So that's it. What I would like you to do now is in writing, in complete sentences – grammar doesn't count, nor does spelling count, but in complete sentences – make a list of all the open-ended questions that you would want



to ask if it was your turn to ask questions. After five minutes, click on the next button to see how your questions compare to the world's most successful sales people.

I will leave you with this thought: What if in

days, you could double your sales results, if you only knew what to do differently?

Make your list of questions. Write them down. See you in five minutes.

Step 4

Welcome back. Let me start with, there is no right or wrong with this exercise. Congratulations for even being here and congratulations on your success thus far. What I want to focus on are the possible questions that might allow you to better understand your customer so that you can greatly increase your results.

So what I'm going to do now, is throw out some possible questions that could have been asked to really understand this customer. After I give you my questions we can compare them with your questions, and see what the gap might look like. So here we go.

The customer said... "I am the new executive here at ABC Company."

Questions that I would expect a sales person to ask are: Tell me about your new role. What brought you here to ABC? What are some of your priorities in this new position? Hey, what were you doing prior to coming here?

The customer then said... "I have been here about four months..."

Questions that I would expect a sales person to ask are: Hey, tell me about your first four months. How have things been going? What seems to be working? What things are not working? What would you ideally like to see changed or improved from what you've seen so far?

The customer added, "...it's clear to me that we need to do some things to improve our business."

Questions I would expect to hear from a sales person are: Tell me about the need to improve your business. What would you ideally like to improve with your business? What's been the impact of these issues that you have been observing? How would you ideally like to see

things different? What would the benefits be if we can help you obtain your ideal situation?

The customer then said... "I can tell you that I am familiar with what it is that you do, and I have heard good things."

Some great questions might be: Tell me what you've heard. What do you know about us? How did you learn this? How do you see us being of value here? How do you see us fitting in here at ABC Company?

The customer's next sentence was... "We're going to be looking at several options..."

Some great questions to have written down are: Tell me about the different options. How did you select them? Where are you in the process of looking at the other options? What do you think about them so far?

The customer added, "...I would like to bring you in next week next to see how your solution maps to our requirements."

Some great questions that could've been written down are: Tell me about your expectations of that meeting. Tell me about the people that will be there. What do you mean "how does our solution map to requirements"? I'd like to understand that a little more, please. How would you like us to show you that we really do map? What would your advice be for me on the best way to make this meeting a success?

OK, let me take a deep breath. So, we're halfway



through, and I'm betting that maybe you're realizing, wow, there really are some good questions that I didn't come up with. So now I'd like to finish up this exercise, except this time, I'd like you to listen to the questions, and see what questions sound interesting to you that you might be able to use them on some of your sales calls. So, here we go.

The customer said... "After we see everyone, we'll narrow it down to the two finalists."

Some great questions to ask would be: How will the two finalists be chosen? What criteria will you be using to narrow it down to the two? Tell me about the people that will be involved in the narrowing-down process. What would your advice be for me on the best way to ensure that we're one of the two finalists?

The customer added... "At that point we will do a much deeper dive into each solution."

Some great questions to ask are: Tell me about the deeper dive. What will you be looking for? Tell me about the people that will be involved. Hey, how does one successfully make it past that step?

The customer then said... "We would like to see a proposal with pricing."

Some awesome questions might be: So, what are you looking for in a proposal? How will you be using that proposal internally? What would be some examples of really great proposals? You mentioned pricing; tell me about your budget requirements. How does pricing fit into your priorities? How will this project be justified?

And finally, the customer said... "We'll be checking references and at that point, issue a PO."

The last few questions to ask are: What would you be looking for in the references? What would make up the ideal references for you? You mentioned "issue a PO"; tell me about that process. What does it take to get a PO issued? What obstacles might get in the way of the PO process? Tell me a little bit about the people that would be involved in the PO process.

OK, we're done... Hey, thank you for hanging in there with me. I do have a question for you, and that is... How were your questions compared to my questions? What if your competitors knew how to ask all of the questions that I just came up with, and you didn't? However, what if you could comfortably ask all the right questions, whenever you wanted, all the time?

To me, it's sort of a good news, bad news deal. The bad news is: If there's a gap in your skills and you do nothing about it, what you don't know in sales will kill you.

What you don't know in sales will kill you with longer sales cycles, with lower closing ratios, with lower appointments, deals being moved out, deals lost, wasted time, frustration... it's a problem.

The good news is this: What if you could learn skills that would profoundly make a difference, immediately, in how you sell and greatly increase your sales success, and you could learn these skills in days and it was risk free? Curious?

I am so confident that I can make a profound difference in your success that my guarantee is this. You enroll in my three-day workshop, and after three days you can walk up to me, and at the end of training, hand me your materials and say... "Barry, nice time, it just wasn't for me." And if you do, I will write you a check on the spot for your tuition and the cost to stay in the hotel for those three days.

So here is what I want you to do. Register for my workshop and come spend three days with me, practicing and becoming comfortable and confident with new skills that will immediately, greatly increase your sales success. Or if you still need more information, check out the "What You'll Learn" page on my website and gather the necessary information you need to feel comfortable registering. Either way, thank you for taking your time with the Sales Challenge, and I look forward to working with you in taking your career to the next level!