

Smart Marketing, Easy Selling: 6 Power Questions to Get the Sale



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TO: Small Business Owners, Business Professionals and Non-Profit Leaders

RE: Smart Marketing, Easy Selling Special Report

Thank you so much for deciding to get this special report!

I titled it Smart Marketing, Easy Selling: 6 Power Questions to Get the Sale because for many of you the idea of selling has put you in a place of giving away power versus exercising the power and passion you have.

This has left you in a compromised position – and keeps you from:

- building a business that sustains you, your family and your lifestyle
- serving the entire community of people your cause was designed to help
- building a career that's worthy of your education and experience.

Selling should not feel like a hustle, it should be effortless. *The major idea is not to sell harder, but to market smarter.*

The mistake I see the majority of business owners make is only focusing on what to say versus what to ask to best position their offer. The reason why this is so critical is that most sales conversations are really marketing ones. Your core objective is to understand if they're simply interested versus really ready to buy. My 6 questions below will help you do that. Your greatest goal is to weed them out or move them to the next step to closing by taking some action. I use the word offer to mean not just your product or service but also how it's packaged – as a free trial, with 3 options, introductory rate, on sale, etc. Enjoy!

Désirée H. Young, Chief Entrepreneurial Officer





Smart Marketing, Easy Selling: 6 Power Questions to Get the Sale

Listed below are the 6 Power Questions to Get to the Sale (Yes, there's more than 1 way!) It isn't necessary that you ask all 6 of these questions. But this will act as a guideline to have a quality conversation, build real rapport and even qualify (test for fit) the person or group you're attempting to sell to.

1. Tell me about your goals (as they relate to whatever you are selling). This question is critical to see if the prospect is really in the neighborhood of needing what you're selling. If their goals don't somehow match what you're selling, you could be wasting your time. This is also a good way to screen and understand if a true sales pitch may really be needed.

2. What is the greatest challenge you're facing in your business or life? This question should be tailored for the situation.

For example, *What's your greatest challenge relative to your existing employees?* (for HR or staffing services)

What's your greatest challenge relative to managing your weight? (if you're selling health, wellness or weight loss solutions)

What's your greatest challenge relative to planning events for friends and family? (for an event planner, caterer, hall rental company, etc.)

Note: It's greatest challenge (singular) not challenges as this forces your prospect to think of the number one most pressing problem which is usually the one they're willing to pay for right now.

3. If you could change anything about your business or situation or problem, what would it be? This question is similar to #2 but enables you to further screen and root out some of the pain points around what prospects could use your help with.

4. If you purchased this product/service, how would it make a difference for you? The best way to know your prospect's 'trigger' (the one thing that will make them take action) is to ask them. So let them tell you how they think it



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could make an impact. This will clue you in on their expectations and what they are hoping for.

5. *What's the best next step for us to take?* Sometimes it's still too soon to ask for the sale. This is where you allow your prospect to tell you where they stand. There are really only 3 answers but you may need to guide them to one of these:

1. Not yet - they need more info, must get buy-in from other parties, etc. The key with this answer is pushing them to the next call to action. Many prospects hide behind this answer but it may mean that

- they won't ever buy and are just a tire-kicker,
- haven't seen the value in what you offer yet, or
- haven't felt the pain enough to take action.

2. No - this isn't what they want/need/thought it was (Collision avoided)

3. Yes, let's proceed (Slam dunk!)

6. *What would it take for you to make a decision, today?* This is a great question to ask toward the end of your conversation if/when a real opportunity to truly close has been created (such as several meetings, follow ups, etc.). If the prospect still has hesitation to buying or articulating what should be next, this question will pull out the truth around their objection to moving forward. It will also position you to counter the objections or know where the prospect really stands (i.e., Are they a real buyer or a tire-kicker?)



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Désirée H. Young has over 15 years of professional experience in project management, marketing strategy and business development. She's the founder and CEO of VentureWalk Business Partners, LLC; a New Orleans-based business development company that specializes in bridging the gap between marketing strategy and business growth by developing sales and communication systems and messages that find, nurture and convert prospects into repeat customers. Désirée and her team of business developers take a no-excuses approach to growing businesses and the entrepreneurs that operate them. She also publishes a blog (www.venturewalk.com/blog) where she offers free resources and information on how to close the loop between marketing and sales. Since 2004, Désirée has represented companies in over 27 different industries that have boasted record increases in sales, national publicity, international product placement, and an overall sense of control over how to expand their businesses.

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