

Differentiate From The Competition

Turn the ordinary questions into extraordinary and differentiate yourself from the competition.

Good sellers have mastered the discovery step. They ask questions to uncover or discover problems, opportunities, wants and needs. Yet this could also be a reason the competition is winning the business over you. Are the questions your sellers asking ordinary or thought provoking? If they are ordinary, your sellers are plain vanilla and the competition who is asking the thought provoking questions are the chocolate with sprinkles on the top.

Sales Huddle Energizer

Ask your sellers to list their best questions.

Take each question and as a group determine if it's ordinary.

Ordinary means it's common and probably every sales person selling in your space asks the question. If the answer is "Yes, it's ordinary," then as a team rephrase the question to be thought provoking.

An example to show the difference (and please understand this question may not apply to your business, it is for sample purpose only):

"Who are your customers?" Ordinary.

Now for Thought Provoking: "What are the 3 key characteristics of your ideal customer?"

With more thought provoking and powerful questions, your team stands out from the competition and positions themselves as a strategic business partner and not as another vendor. Vendors are a dime a dozen. Today's buyer wants to engage with the strategic business partner.