



## **Listen!**

**The Most Profitable Tip You Could Receive  
About Increasing The "Selling Skills"  
As Well As The Profitable Sales & Customer Growth  
Of Your Outbound Sales Organization Is ...**

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**"To Listen"**

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**If You Were The Prospect ...  
Would You Buy?**

**Listen To Your Salespeople  
Selling Over The Phone  
To Your Target  
Prospects & Customers**

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**And Then Ask Yourself ...**

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**If You Were The Prospect  
On The Other End Of The Telephone**

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**Would You Trust  
The Sales Representative  
You Are Listening To...**

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**To Provide A Complex Solution  
To One Of "Your" Company's  
Most Pressing Needs...**

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**Based On The Questions  
They Asked...  
And The Information  
They Conveyed**

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**Listen For Rattling ...**

**Listen To Whether  
Your Salespeople Are Rattling Off  
Lists Of Features & Benefits**

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**That May Not  
Have Any Relevance  
To Your Prospect's  
Wants & Needs**

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**Or  
Whether They're Asking  
Well Planned**

**&  
Thoughtful Questions**

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**To Uncover Areas of Pain  
&  
Potential Opportunities**

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**Listen For Value...**

**Listen To Whether Your Salespeople  
Are Demonstrating To Your  
Prospects & Customers**

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**How They Can Help Improve  
Your Prospect's & Customer's  
Business Operations**

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**And  
"Enhance The Value"  
Your Customers Provide  
To Their Customers**

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**Listen For Understanding**

**Listen To Whether  
Your Salespeople Are Demonstrating  
Whether They Understand**

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**Each Customer's Unique Situation**

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**By Matching The Specific Value Received  
From Your Solutions  
To Each Customer's Unique Needs**

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**And In The Process  
Increasing Your Value Proposition  
With Your Target Prospects & Customers**

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**People Love To Hear Stories**

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**Listen For Stories...**

**Stories Replace  
The Mechanical Relationship  
Most Companies Have  
With Their Customers Today**

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**With An Intelligent & Thoughtful  
"Human Interaction"**

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**So Think About  
Providing Your Salespeople  
With Compelling  
"Real Life" Situations**

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**Your Company Has Experienced  
In Helping Customers Meet  
Unique & Interesting  
Challenges**

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**Listen For Emotion ...**

**Emotion Sells ... Logic Justifies**

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**Emotions Play A Critical Role  
In the Selling Process**

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**And Aligning With Customer Needs  
Using Compelling Stories**

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**Is One Of The Most  
Effective Ways  
To Stir ....  
Customer Emotion!**

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**Listen Not Only To Your Salespeople**

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**Listen To Your Customers**

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**Listen For New Solutions ...**

**Listen To Your Sales Team  
Calling Your Prospects & Customers**

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**And In Doing So ...  
You'll Be Listening To The  
Thoughts, Ideas & Concerns**

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**That Lead Profitable Enterprises  
To Develop New & Improved  
Customer Solutions**

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**That Meet Future  
Customer & Industry Needs  
With Leading Edge Solutions**

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**At High Margin  
and with  
Minimal Risk**

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**Listen For The Answers ...**

**As You Listen To Your Salespeople  
Listening To Your Customers**

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**You'll Hear The Answers  
To The Same Questions**

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**You Hear Being Asked  
In Marketing & Product Development  
Planning Sessions**

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**And You Can Hear Your Customers  
Answer These Questions  
Every Day On The Telephone....**

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**If You'll Just Take The Time....  
&  
LISTEN!!!!**

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**Commonly Answered Questions  
By Target Prospects & Customers**

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## **Customer Acquisition Questions**

**Why Didn't Our Marketing Program Work?**

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**Why Didn't We Get The Return We Expected?**

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**What Do We Try Next?**

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**Are Our Prices Competitive?**

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**How Do We Drive More Sales To Our Website?**

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**Are Our Salespeople Asking For Referrals?**

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## **Customer Retention Questions**

**How Do Our Customers Feel About Our Offerings?**

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**Why Are We Losing Customers?**

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**What Can We Do To Retain  
The Customers We Have?**

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**How Do We Increase Our Value To Our Customers?**

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**What Do Customers Like About Our Competitors?**

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**What Frustrates Customers Most About Us?**

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**What Would Customers Like For Us To Do Better?**

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**What New Challenges Are Our Customers Facing?**

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**Customer Development Questions**

**Are We Probing For New Customer Problems?**

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**What New Problems Could We Profitably Solve?**

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**Are We Aware Of Our Customer's Subsidiaries?**

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**Are We Aware Of All Key Decision Makers?**

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**Are We Aware Of Our Customer's  
Decision Making Processes?**

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**Competitor Questions**

**Who Are Our Top Competitors In Each Channel?**

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**How Do Our Solutions Compare  
To Our Competitors?**

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**How Do Our Prices Compare To Our Competitors?**

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**How Do Our Services Compare To Our Competitors?**

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**How Does Our Customer Service Compare?**

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**For Obvious Reasons**

**Listening Is Our #1 Tip  
For Improving  
Your Outbound Sales Organization's  
Selling Skills**