

PROFESSIONAL SELLING SKILLS

SKILL GUIDE

CLOSING

- a. Did you **assume** that the sale had been made?
- b. Did you **summarize** the important benefits?
- c. Did you request the order?

PROVING

When a customer indicated that a benefit was important to him but was **skeptical** that your product could provide it, did you:

- a. restate the benefit?
- b. prove it?
- c. expand it?

SUPPORTING

When the customer made a favorable remark about your product and gave an opportunity to introduce a benefit, did you:

- a. offer agreement?
- b. introduce an appropriate benefit?

I.B.S.

Did your initial benefit statement begin with a general benefit and then refer specifically to the product?

PROBING

Did you probe:

- a. to evaluate the customer's attitude?
- b. to set up supporting statements?
- c. when proof statements were not accepted?
- d. after a closing that failed?
- e. non-directively when you wanted the customer to discuss things he felt were important?
- f. directly when you wanted the customer to discuss things you felt were important?

HANDLING OBJECTIONS

When the customer's attitude was one of:

- a. acceptance, did you bring up additional benefits and make a trial close?
- b. indifference, did you probe directly to uncover areas of dissatisfaction or of need?
- c. objection, did you restate the objection in question form?
 1. (Easy) Did you answer it directly, offering proof if necessary?
 2. (Difficult) Did you minimize it by stressing other relevant benefits of the product?