

PARTICIPANT POST WORKSHOP REINFORCEMENT

Next Steps

Ask yourself the following questions and write down some notes and objectives for future reference:

- ★ “What is the most important skill learned from the workshop that I will use?”
- ★ “How can I develop these skills further?”

If possible, schedule some time with a colleague from the workshop to brainstorm ideas, and provide feedback to each other on the reinforcement tasks you’ll be working on from the STAR Reinforcement Kits. You might wish to include your manager.

Reinforcement Kit

You will receive several Reinforcement Kit emails over the weeks ahead. Each email provides a

summary of a skill and suggestions for skill practice on the following:

- ★ IDEAL[®] Questioning
- ★ Presenting your Value Proposition Planning Form
- ★ Sources of Value

Newsletter

You will also receive an email newsletter with practical tips or highlighting a relevant sales topic.

We wish you the best of success in your sales endeavors and look forward to working with you again in the future!



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The importance of Practice and Reinforcement

Research shows that people tend to forget 90% of what they learn within one month UNLESS the key concepts are reinforced. Stay motivated by using the skills learned during the workshop.

Sales Training And Results, Inc. (STAR) believes in workshop follow-up and reinforcement for real results. We provide follow up services to help integrate essential skills learned into daily routines. Reinforcement is the best way to realize maximum benefit from your training investments.

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IDEAL® QUESTIONING

IDEAL® Questioning

IDEAL® Questioning is a sophisticated questioning technique that provides a roadmap for planning and asking great questions. Almost everyone involved in selling and servicing customers can improve their ability to identify the customer's critical needs and concerns.

- ★ Do your homework so you can avoid asking a lot of **Information Questions**. In the words of a past participant: "Too much 'I', no 'DEAL'".
- ★ You will identify sales opportunities for your company by asking **Dissatisfaction Questions** from the customer's operation and about your competitors (potential for both internal and external dissatisfaction/areas of improvement).
- ★ Don't skip over the **Expansion Questions**, which help intensify the need, and build value for the solution or change. These questions also help identify other opportunities.
- ★ The **Action and List Options Questions** help you to gauge the customer's buy-in or commitment to next step or action. You should ask these prior to describing the benefits of your recommendation in detail.

Reinforcement Tasks

★ **Recall the importance of using IDEAL® Questioning:**

The best performers differentiate themselves by the quality of their questions. STAR's IDEAL® Questioning model highlights that it really helps to plan and ask a few good Dissatisfaction Questions. Some general examples:

1. What would you like to improve?
2. If you could change one thing, what would it be?
3. What do you like about your current situation? What don't you like?

Use different 'D' Questions with different decision-makers. For example, a Purchasing Manager could be asked about delivery or inventory problems whereas a Production Manager would be the person to inquire about issues such as productivity, safety, ease of use, and so on.

You also should end the questioning portion of your customer conversation with either an Action or a List Options Question. This helps you gauge how interested the customer is, because most customers usually won't agree to a next step unless they are genuinely interested.

★ **Integrate the skills learned into daily routine by doing the following:**

For every relevant conversation that you have this week during which IDEAL® Questioning would pertain, prepare some 'D' Questions in advance. Tailor each question to fit the situation. Plan also one 'A' or 'L' Question to use at the end of the conversation.

★ **Analyze your behavior and take away "What works best":**

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Afterwards, Ask yourself which 'D' Questions were most effective. Second, which 'A' or 'L' Questions worked the best?" Reflect upon which questions had the most impact during your customer interactions.

Future Actions

After several weeks, revisit the summary above, and ask a colleague to brainstorm with you to come up with more examples of good questions. Role-playing with your colleague or manager is also helpful reinforcement.

Keep a list of effective questions and periodically review and update.

As a reminder: each graduate of the class is entitled to a **free phone consultation** about a future sales opportunity. If it would help you to get an outside perspective, please call or email.