



The CONNECTION™

April 17, 2008

Inquiring Minds Want to Know

Have you ever left a sales call and realized you'd forgotten to ask an important question? You'd meant to ask, but your dialogue with the customer took a different turn, and the question slipped your mind. That important question might have given you a critical piece of information to help you create a clear competitive advantage for your products or services.

To make your sales calls more productive, use a line of inquiry as you prepare for your call. It can help you structure your questions so that you uncover the customer's whole situation. Prepare and ask questions about:

- The customer's current situation
- Where they'd like to be
- What obstacles and challenges are standing in their way
- What's driving their need to move forward
- The details: numbers, timeframe, budget, decision-making
- What they've tried in the past and how it worked

When you use the line of inquiry, and make a conscious decision to ask one more question while you have the opportunity, you get the most comprehensive view of your customer's world that you can, and you continue to build a stronger customer relationship.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com