



The CONNECTION™

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Opening the Conversation

Just a reminder ... Nothing is more critical to Socratic Selling than opening the conversation effectively. You remember –

Preparation ... "I've come prepared to talk about ..."

Invitation ... "But first, tell me what's top of mind for you ..."

Benefit (to the customer of speaking) ... "That way, we can focus on what's most important to you ..."

This tells the customer what you want to accomplish, but then you explicitly put them in charge of the agenda. This makes the sales call about them, not about you.

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