



The CONNECTION™

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The Deal Will Look Like This...

If you really want to understand what a customer is looking for, looking to avoid and would like to have if they could, use an effective line of inquiry.

Here are six areas to ask about before trying to make a proposal. If you have the answers, you'll know what an airtight proposal will look like:

1. What's the current state of their business?
2. What's the desired state? (The gap is where the selling opportunity is)
3. What's getting in the way of achieving the desired state?
4. What are the customer's true motivators, both business and personal, in this decision?
5. Do they have the resources, authority, and desire to address the problem?
6. What have they tried in the past, and how's it gone for them?

Think about it...almost every objection, question and unspoken desire the customer could have lies in the answers to these questions.

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