

A Guaranteed 'Killer' Sales Question

By Mike Stewart, CSP



Nothing can be totally guaranteed to work every time in every situation. But, because sales is a numbers game, despite what some people would have you believe...

Success in sales depends on multiple contacts with multiple prospects. What this means is that what cannot be guaranteed to work every time in every situation has a statistically significant chance of working frequently enough to guarantee that your sales success will increase significantly.

That is why this killer question is guaranteed. It will open doors to many potential sales that are currently denied to you simply because you don't know they exist.

The killer question I'm talking about sounds something like this:

What would you like to tell me about your business I don't already know?

The most effective place to use this question is with your current customers. This is true since these customers offer the easiest new sales you can make because:

1. You already have a trusting relationship with them,
2. Your company is already approved as a supplier with these customers, and
3. Chances are they like you at least enough to want to continue to do business with you.

You must sell New Business to be successful. The reason you must sell new business is simply this: current residual business from your current customers will not be enough to meet your quota. (Check your numbers to prove this to yourself.) If it isn't true in your case, ask yourself if your current sales are representative of the potential in your territory. If not, do something about it before your boss figures it out after reading this! :-)

Prepare the next call you will make on every one of your existing customers by creating a dialogue that goes

something like this:

"(name), we have been working together for about (how long), and I really appreciate your business more than I can tell you. However, I don't know everything about your situation and all the areas where I might be able to help you. Is there anything you would like to tell me about your business that I don't already know?"

I guarantee you this killer question will lead to increased sales for you if you:

1. Put it in words that fit your style within a personalized dialogue you are comfortable with and,
2. Present it to enough of your current customers enough times.

The will to win demands the willingness to prepare.

Mike Stewart, CSP

Practice this sound bite, use it with passion, and you will Close More Sales. Guaranteed!

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