How to Create Needs and Sell to Senior Executives

Course Overview

In this course, we explore how to create or amplify the need for the prospect with our offering. The discussion will start with the prospect's vision of problem. Needs are then created/developed by allowing the prospect to 'wallow' in their issues within our area of expertise. The more they talk about it the more they convince themselves. The course is broken down into three units:

Unit 1 - Developing Needs
Unit 2 - What are Effect Questions?
Unit 3 - How do Effect Questions Work?

Duration

75 – 90 minutes

Learning Outcomes

By the end of the course you will be able to:

- Identify areas of need for your customer
- Hold thought provoking conversations that stimulate needs.
- Describe and sell a vision.
- Understand and use effect questions that explore impacts on the customer organisation.
- Use effect questions to create need.
- Engage the customer in a productive business conversation in your areas of expertise.
- Differentiate between benefits and criteria to create a need for your product.

More about the Course

Prospects buy because they have a need. We can influence and develop needs in the prospect both for our product and for our uniqueness.

We need to create needs in two areas:

- Why should they change at all?
- Why should they change to us?

Even if the prospect has a clear understanding of the need, we must get them to continue 'wallowing', and tell us why they need it. The prospect must know that we understand.
Many salespeople stop this 'wallowing' process far too quickly, long before they have bottomed out the prospect's real needs. Even when we think we have finished, we should check. Ask the question 'Is there anything else?', often more than once, to be sure we really have finished.