

Investigation / Probing

The most important stage of the consultative sales process is the investigative stage. This is the part of the sales process where the salesperson conducts in depth probing to uncover potential problems the prospect may have and move the prospect to develop suitable solutions to them. This exchange between the prospect and the salesperson creates value as seen by the prospect.

The main skill you need for qualifying a prospect is the ability to probe. In the business of selling, probing means getting below the surface of the situation and uncovering a prospect's real needs. Being skilled in the probing stage will enable you to direct the sales process and obtain information as you need it.

We do this by asking questions, the right kinds of questions. Dialogue-probing questions get prospects to look at their situation in a new light. Questions that get prospects to recognize they have a problem, questions that get prospects to recognize their pain as well as their need for change to alleviate their pain, and of course, your prescription as the best and most viable solution.

The salespeople that truly implements consultative selling doesn't work against the client, they collaborate with the client. Phrases such as, "Please, tell me your thoughts on what I'm about to say," leave the conversation open to discussion and when this happens, initial concerns such as price seemingly go out the window. Consultative selling gets the potential buyer talking. Once they begin talking, the seller can begin problem solving.

Hot Tips

- Use open ended questioning and gain rich insights to identify 'pain points'
- Demonstrate your relevant knowledge and insights
- Don't tell or sell –informed questions are a clear indicator you're a solution provider

The Growth Effect

Level 3, 20-22 Albert Road,
South Melbourne,
Vic 3205

P: +61 3 9693 9300
E: contactus@optionsgroup.com.au
W: www.optionsgroup.com.au