



INTERACTIVE COMMUNICATIONS ADVANCED SALES CLINICS

The right questions make closing easy. Come away from this clinic with an arsenal of powerful questions that will help you sell more.

ADVANCED QUESTIONING

Pre-Work: Participants complete an online diagnostic with scenario-based examples to identify a baseline of their current approach to asking questions – the starting point for advanced questioning skills.

Agenda (half day):

- Good questions, bad questions.
Former questioning best practices that are now worst practices.
- Call objectives and questions.
Process to drive your questioning strategy.
- Best profiling questions.
Disqualifying and 2 for 1 questions.
- First questions.
How to capture the advisor's attention.
- Types of questions and when to use them.
Implication, criteria, urgency, and small questions with big impact.
- Avoiding pitfalls.
Leading and lazy questions, sabotaging your own questions.

Reinforcement: Participants complete two online skill drills and receive feedback on their answers from the session leader. Managers will also receive copies of the responses and feedback to use in coaching.

About Interactive Communications

Interactive Communications was founded in 1994 by Mary Anne Doggett and Claudia Fogelin, two sales thought leaders who each have more than 25 years experience in financial services and asset management. Concentrating exclusively on firms that sell through financial intermediaries, our mission is simple: We help you sell more.

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