

# Customer Focused Sales Interviews®

*The Heart of the Customer Focused Selling Process*

ONLINE | SELF PACED COURSE



## LESSONS

- 1) Introduction
- 2) Questions are the Answer
- 3) Overview of the F.I.N.D.™ (Facts, Important Issues, Needs, & Dreams) System
- 4) F.I.N.D.™ System in Detail
- 5) After the Sales Interview
- 6) F.I.N.D.™ Interview Example
- 7) Practical Application of Knowledge

**A** Sales Interview establishes the type of relationship you have with your client. Think about it: Would you rather buy from an adversary, or an ally? Are you competing with your clients, or collaborating?

A good customer relationship begins by listening and asking questions that reveal what your prospective client needs. You can only provide the client with a valuable solution if you know what the client wants. As obvious as this may seem, it isn't the way many people try to sell. In many companies, all too often, selling is focused on pushing the product or service on a prospect.

### THE CUSTOMER FOCUSED SALES INTERVIEW

1. Creates interest and credibility by centering discussion on your client's issues
2. Uncovers needs, goals, priorities, and a personal win
3. Sets the stage for a customer-focused solution

By assembling and prioritizing your Customer's **F**acts, **I**ssues, **N**eeds, and **D**reams.

### [ COURSE DESCRIPTION ]

This course teaches a professional "sales interview process". You will learn the probing and questioning skills required to discover a prospect's important business needs, goals, priorities and their personal win. This course provides you with structured professional sales interviewing techniques and will help you establish credibility, and qualify opportunities more effectively, saving time and increasing productivity.

### [ CONTACT US FOR MORE INFORMATION ]

