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Suite 207A  
Dallas, Texas 75205**

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**Tim**Wackel!

**\$6,000,000,000**

**99%** don't set good objectives

**95%** talk too much

**86%** ask ineffective questions

**82%** don't differentiate

**62%** don't earn the business

What words describe  
top performing  
SG360 sales reps?

Sincere Persistent Value  
Prepared Competent Consistent  
Curious Trustworthy Empathetic  
Hard working Creative  
Enthusiastic Professional Credible  
Reliable Fun! Approachable  
Friendly Attentive Passion

What words describe  
top performing  
SG360 sales reps?

# Hard Work



# Mastery!

**D**esire



**D**esign

**D**iscipline



The world doesn't pay you  
for what you know,  
it pays you for what you do!

# Principle #1

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Prescription before  
diagnosis is malpractice

*“I’d like some time on your calendar to talk about myself, my company and all of our incredible products and services.”*

*“Even though you get piles of unsolicited email every day, I wanted to call and see if you read the stuff that I sent you.”*

*“I’m eager to tell you how wonderful our existing clients think we are and we may not even discuss what you’re really interested in. Chances are good that I’ll talk for a long time so get ready to be bored out of your mind!”*

# Why?

- We understand our “stuff”
- Comfort zone, easy to do
- Countless hours of “sales” training
- Haven’t prepared for anything else



# What Happens?

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- ✓ Prospect doesn't engage
- ✓ Generic positioning
- ✓ Premature focus on the obvious!
- ✓ Missed opportunity =(

# Principle #2

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Make fewer statements  
Ask more questions

# Sales Rep Job #1

Help customers completely  
understand their problems

# Fun Fact

*More sales are lost by asking stupid questions than by asking for too high of a price*

# Obstacles?



Look uncertain

Not enough time

Asking isn't **selling**

Lack of expertise

What are 3 great sales questions everyone in this room should be asking today?

# Great questions are...

- Open – not closed
- Unique & thought provoking
- Contextual – *“This is why I’m asking”*

**#1.** Review everyone's questions

**#2.** Agree on group's 3 best questions

**#3.** Email to [tim@timwackel.com](mailto:tim@timwackel.com)



# Great questions are...

- Open – not closed
- Unique & thought provoking
- Contextual – *“This is why I’m asking”*

Ask smart question,  
they think you're smart.

Ask dumb questions...



“If I can save you  
some money would  
you be interested  
in moving forward?”

*“I sell \_\_\_\_\_ and there are lots of options out there. How in the world does someone in a position like yours choose?”*

*“There are always risks and uncertainties with changes like this... why not just leave things as they are?”*

*“Some clients have a tough time calculating a reasonable budget for a project like this.*

*Tell me a little bit about how you guys came up with your number.”*

*“At the end of the day, what’s going to be the biggest difference between the 1 firm that will win your business and the 3 others that don’t?”*

# Why ask questions?

People are far more likely to buy into ideas they discover for themselves, rather than the ones you tell them



# Sales Tip

Be curious!

Tell me about your company

Describe your role here.

How is your group/department/company organized?

What are the biggest business challenges that you are facing?

What changes have occurred that are motivating you?

How are you currently handling these challenges?

How does this stack up against other challenges?

What do you like about what you are doing now?

What don't you like about what you are doing now?

What would you alter in your current process?

Where are you in solving these issues?

What do you hope to achieve by implementing a solution.

How are others in your industry solving these issues?

What happens if you do nothing?

Tell me about the results that you are expecting to achieve.

Tell me about other projects you've implemented.

Why did you contact us?

What part of these projects do you personally enjoy tackling?

What part of these projects do you dread?

What makes a product or vendor a good technical fit?

How do you plan on measuring these?

Tell me about how familiar you are with my company.

How do you think we can solve the problem?

What would prevent us from doing business together?

Describe what the 'perfect' solution looks like.

What role would we play in the decision making process?

Tell me about the criteria you will use in evaluation.

What are the critical factors that you are looking for?

What would it take for us to earn your business?

Describe some of your best existing vendor relationships.

What did the vendor do in order to make it a great relationship?

What types of factors would influence your purchasing decision?

What does the purchasing process look like?

Who else is involved in the decision?

Who has the most influence and why?

Describe where this falls on your priority list.

Tell me about the other stakeholders.

Who has the final authority to make this happen?

Whose priority is it to solve these issues?

Who benefits the most from a successful implementation?

What companies do you believe can deliver on this project?

Tell me about other ideas that you believe are viable solutions.

What are you hearing from other people in the industry?

Who do you perceive to be the market leader?

Have you had any experience with my organization?

Who appears to be the right fit knowing what you know today?

Walk me through the time frame for this project.

Describe the steps necessary to ensure a successful deployment.

# Sales Tip

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Assumption is the  
mother of all mistakes!

# Barney?



# Meaning?

Priority

Discount

Solution

Value

Proposal

Presentation

Urgent

Critical

Budget

Approved



# Set the Right Tone

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“We do business with a lot of companies and we are proud of our work, but that doesn’t mean we are right for you...”

At the end of the day, I need to learn more about your exact situation before we can be sure this is a good fit...

Before I launch into how great our existing customers think we are, would it be OK if I asked you a few important questions?”

# Table discussion

What's 1 idea that has grabbed your attention?

How might this idea impact your success?

Any obstacles to implementing this idea?

# Principle #3

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Open questions  
close more business

# Closed Questions...

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- Require short responses
- Clarify only one fact or point of view
- Tend to lead the witness
- You to carry the burden of the dialogue

# Open Questions...

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- Require an explanation
- Get the customer to start talking
- Creates an environment of interaction
- Leverage meaningful dialogue

## Role #1

- Ask **only** open ended questions
- Learn about hobbies, family, interests

## Role #2

- Answer questions but don't ramble

## Role #3

- Identify all closed ended questions

**Begin exercise & switch roles only when instructed!**



What questions are easier to ask?

Which leverage better dialogue?



The more they talk...  
the better they like us!

# Principle #4

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Life gets better  
when you get better!

# 30/20/10 Rule



# Table discussion

If you were serious about having  
the best career possible,  
what would you start doing  
differently tomorrow?



**Tim**Wackel!

Questions or concerns?

214-369-7722

tim@timwackel.com

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