

Michael Wickett

Creating Customers for Life

Innovative Ideas for Boosting Sales and Outsmarting the Competition

More than a dozen years of research and experience have enabled Mike Wickett to bring his state-of-the-art approach to building better client relationships to companies all across America. With a wide range of powerful yet easy-to-use techniques, he knows exactly what it takes to increase sales and profitability, enhance productivity and move organizations far ahead of the competition. Michael Wickett is equally adept at building successful internal relationships throughout companies, revealing how to establish the sort of winning teams that share in a new, powerful type of communication that enables everyone at every level to understand each others needs. Remarkably, Mr. Wickett is also a leading authority on building effective sales skills, a recognized expert on handling objections, building new and valuable questioning and listening skills and mastering closing techniques that lead to successful sales. Mike Wickett is also the author of one of the best-selling Nightingale-Conant programs - *It's All Within Your Reach*.



PART ONE - 50 MINUTES

PART TWO - 42 MINUTES

SEMINAR NOTE GUIDE

The Top 10% of Sales People:

1. Ask Many More questions than ordinary sales people.
2. Uncover Dissatisfaction,
3. Partner with customers to find solutions.
4. Serve as Brilliant Consultants who Focus Totally on the customer's needs.
5. They Listen, Listen, Listen!

By Modeling the skills of Top Sales People, we will create a new dimension of success.

SKILL WITH QUESTIONS WILL INCREASE MY SALES!

Problem/Need Questions

The following are questions that are valuable in creating Customers For Life:

- 1) What has been your previous experience with _____ ?
 - A. What did you like about it?
 - B. What would you change or improve?
- 2) What is your greatest challenge with _____ ?
- 3) What has been your biggest headache with _____ ?
- 4) What is your Ultimate objective for _____ ?
- 5) What is your Highest expectation for _____ ?
- 6) If we could create your ideal _____, what would that be like?
- 7) We PARTNER with people to _____. Would you please describe your ideal _____ partner?
- 8) What is most important to you in a _____ relationship?

Problem/Need Questions

- 9) If you could achieve your Ultimate _____, what would that be like?
- 10) Of all the factors in _____, what is most important to you?
- 11) Have I asked about every detail that is important to you?
- 12) If I can show you how _____, would you consider our services?
- 13) What question should I be asking that I am not asking?
- 14) Have I covered everything?
- 15) Would you like to know our points of difference?
- 16) What additionally would you need to know about me or our company before you would consider letting us serve you?
(Ask this question last to uncover hidden objections.)

Implication Questions

Ask Implication Questions to help prospects experience the **pain or negative result** if they do nothing:

Problem: _____

Implication Question: _____

Problem: _____

Implication Question: _____

Problem: _____

Implication Question: _____

Payoff Questions

Ask Payoff Questions to help prospects experience the value of a **solution**:

SAMPLE PAYOFF QUESTIONS

1. How would it help to change that?
2. Why is it important to solve this problem?
3. What benefits do you see?
4. What positive results could that generate?
5. Why would you find this solution so useful?
6. Is there any other way this could help you?

ADDITIONAL PAYOFF QUESTIONS:

Skill with Implication and Payoff Questions:

Problem: _____

Implication Question: _____

Payoff Question: _____

Problem: _____

Implication Question: _____

Payoff Question: _____

Build Personal Relationships with clients by supporting their ALIVENESS!

CREATIVE STRATEGIES:

1. _____

IDEAS _____

2. _____

IDEAS _____

3. _____

IDEAS _____

4. _____

IDEAS _____

5. _____

IDEAS _____

6. _____

IDEAS _____
