

How well does your team know the Sales Funnel®

1. Describe the purpose of each phase of the Sales Funnel®
2. How do you know if your resonating statement worked?
3. What reaction are you trying to get with your position statement?
4. What are some elements of a good deficit question?
5. Give an example
6. What is the WITY used for? Include all that apply
7. How do you obtain the DBM and exactly what is a DBM? List some DBM's
8. What is the purpose of closing on the WITY?
9. What is a pulse-taker?
10. What is a landmine and how do you test if it has been set?
11. List the 5 step process for handling objections.
12. What should you do when you get the first objection?
13. List the 5 most common objections you receive.
14. What is the first thing you should do on a call back presentation?
15. What should you assume when asked a question during a presentation?
16. And then what should you do?
17. What is the best way to end a presentation? Be specific
18. You are in front of the CEO for the first time, what are you going to say?
19. What should you do when asked for a concession?
20. In the context of selling, what do we mean by dollarizing and linking?