**Asia Winter Sales Meeting 2021**

**Local Team Meeting**

Purpose:

* To review the sales skills videos and other content presented during the AWSM
* To engage in peer learning about sales best practices and new ideas to try
* To provide support for the Professional Development framework for salespeople

**Videos 1, 2, 3**

The questions from those videos included:

* What is the most important thing for you about the service that we are providing?
* What is the most frustrating thing for you about the service your currently receive?
* Why is that?
* What are your expectations, exactly?
* When you say … , what do you mean by that?
* Can you clarify what you mean by that, exactly?
* Is there anything more / anything else?
* Hypothetically, if I were able to do all the things that are important (and you list them), and if I were able to meet your expectations, would there be anything else we need to consider?

**Question:** How could we use this 3-question approach and the “hypothetically, …” question in our local culture?

* 1. What is the most important thing for you about the service that we are providing?
  2. What are your expectations, exactly?
  3. Hypothetically, if I were able to do all the things that are important (and you list them), and if I were able to meet your expectations, would there be anything else we need to consider?

**Question:** Have we asked these questions to our clients in the past? How have those questions worked out?

**Question:** How often do we assume we know what the client wants? How often are we right or wrong?

**Question:** How do we find out **exactly** what our clients expect, in our local culture?

**Question:** How can we find out **exactly** what our customer’s needs are related to digital products and services?

**Videos 4, 5**

“People buy emotionally, and justify logically.”

“What are the implications for you if you do this?”

**Question:** How do we search for the compelling emotional reason/need in our local culture?

**Question:** How can we use these ideas to find the customer’s needs related to digital products and services?

**Question:** How do we find out the implications to our customers in our local culture?

**Question:** How can we use the “implications of doing nothing” to help sell our digital products and services?

**Videos 6, 7**

The three most common objections are:

* It’s too expensive
* I need to think about it
* It’s not the right time

**Question:** Are these the kinds of objections that we hear? What objections do we hear?

**Question:** How could we use these ideas to respond to common objections in our own culture?