

SALES TECHNIQUES INFORMATION REQUEST

We are learning how sales teams build productive customer conversations.

Please share a short description of the approaches your team uses in these areas.

1. LEAD QUALIFICATION

How do you identify a good-fit prospect and decide when to make contact?

2. NEEDS DISCOVERY

What questions or listening practices help you understand customer priorities?

3. PRESENTING VALUE

How do you connect a product or service to the customer's stated needs?

4. HANDLING QUESTIONS AND OBJECTIONS

How does your team address concerns and help a prospect make an informed choice?

5. FOLLOW-UP AND RELATIONSHIPS

What follow-up practices help you stay useful without overwhelming prospects?

6. LEARNING AND MEASUREMENT

Which indicators or review practices help your team improve its approach?

Thank you for sharing the methods and public resources you are comfortable discussing. Please reply to the accompanying email with any information you wish to provide. There is no need to disclose confidential customer or company data.