

# ERC Selling

## SOCRATIC SELLING SKILLS

*Strengthen customer relationships and close better sales*

**Objective** To deliver a selling and consulting approach that encourages less talking, more listening and more predictable and beneficial sales.

**Designed for** Sales professionals, Executives, Managers and Customer Service.

**Benefits** Using your own sales situations, you experience success with new sales skills, and learn to:

- Open a Socratic Dialogue
- Listen actively and understand specific client needs, worries and requirements
- Ask the right questions
- Uncover motivators
- Create commitments that lead to buying decisions
- Isolate objections to find avenues towards an agreement
- Close with a commitment to next steps



### Agenda

1. **Initial Assessment:** We role-play how each participant approaches sales interviews.
2. **Socratic Opener:** A new way to get prospects to talk about their specific needs before you present your material.
3. **Active Listening:** A disciplined approach to listening that improves understanding, drives the sale and builds the relationship.
4. **Probing:** Practice key phrases and probing techniques that uncover motivators and close sooner.
5. **Surface Motivators:** Listen and observe to detect feelings that may impede the sale.
6. **No Surprises Proposal:** Organize your material to respond to the needs and motivators you uncover.
7. **Questions and Objections:** Handle questions by finding their source and objections by uncovering specifics, and isolating them from the larger sale.
8. **Closing:** A process that uses conditional questions to get sub-decisions and close using less pressure.