



Adaptive Questioning™

Create Value While Having Business Conversations vs. Product Discussions

Program Description:

Over the years, sales reps have attended a wide range of training programs that provide them with questioning models to help them improve their selling skills and drive their business. These approaches all have their merits but unfortunately, many have provided less than optimal results.

The problem is that customers don't buy the way we want to sell. And for all the questioning models out there, we have rarely found a customer who would follow any questioning regimen that a sales rep tried to use, let alone follow their "sales process".

Just think about the last time you bought something. Did you follow the sales person's script and spend a lot of time answering questions, or did you press the rep to focus on your needs so that you could quickly get to the information that you were looking for?

Buyers love to buy and like to feel in control of the process. They want to review information in their own way and proceed at their own pace. And since every buyer is different, they all have their own approach on how they want to buy. This means that in order to be successful, a sales person needs to adapt their approach to each buyer's individual personality, needs, risk aversion and authority level in the buying process.

An additional challenge faced by Sales is that today's buyers are more empowered than they have been in the past. Today's buyers are getting most of the information they need online, and only contacting a company's sales rep late in the buying cycle. This restricts a rep's ability to get in early during the buying cycle, and to influence decision criteria and add value.

Business Intelligence Questioning For The Entire Team

Since everyone in the company has the potential to interact with customers, they are all involved in driving sales and client relationships.

So why not teach everyone the basics of how to sell?

Adaptive Questioning™ is designed to provide both the Sales and non-Sales teams the understanding and tools required to enhance their Business Intelligence questioning skills.

The program also includes tools to help the cross functional teams improve their ability to prepare for meetings, manage follow-up, and successfully work together to support their individual contributions during each stage of the customer's buying cycle.

**Turn your entire company
into a Business
Development Machine!**



To help sales teams manage this complexity and be successful selling to today's buyers we developed the Adaptive Questioning™ model.

Adaptive Questioning™ provides a template for the information they need to uncover, and a process for how to get it using their own individual style.

The model focuses on having business conversations vs. product discussions while mastering the skills to ask strategic questions to develop business issues and create value.

With the range of selling situations encountered today, Adaptive Questioning™ provides a process for helping sales teams:

- Initiate new buying cycles by developing new business issues
- Create value to reduce competitive situations and sell at higher margins
- Re-engineer customer buying visions to include capabilities where your company has a competitive advantage

Adaptive Questioning™ also includes components for creating effective prospecting scripts to open new opportunities, and developing customer testimonials to gain market credibility and create value.

Adaptive Questioning™ is robust enough to be used as the foundation for developing sales skills for new sales teams, while providing tools and new concepts for experienced teams to develop to the next level.



Program Outline:

Adaptive Questioning™ is an interactive workshop that incorporates a mix of presentations, group exercises, and role plays to learn and practice new concepts. This provides for an enjoyable experience and a training session that the team will remember.

The Adaptive Questioning™ model can be run as a stand alone program or as an add on to the popular Techsalence™ program. By combining it with Techsalence™, a full day to multi-day program can be created that completes a broader training objective.

Every training session is customized to meet your business needs and support how you bring your products to market. The program length and curriculum will be tailored to meet your specific time, and training requirements based on the skill level of your team.

Who should attend:

Sales of course. But also any staff who has direct contact with customers including, but not limited to: Marketing, Customer Service, R&D, Technical Service, Engineering, Operations, & Quality.

Time Requirements:

The program is run as an on-site program at the client's location. Typical class times range from a 2 hour overview to 3 day workshop.

Class sizes are 10- 25 people. Groups of over 25 people should be done in multiple sessions.

Implementation Coaching

In order to ensure a significant ROI on your investment in training, and achieve the performance improvement of your sales team to drive results, include Triton's Implementation Coaching Program after every training.

To learn more about how to achieve a four-fold increase in the adaptation and use of new skills, click here: [Implementation Coaching](#).

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