

# There's More to Asking Questions Than Getting Answers

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September 28, 2023



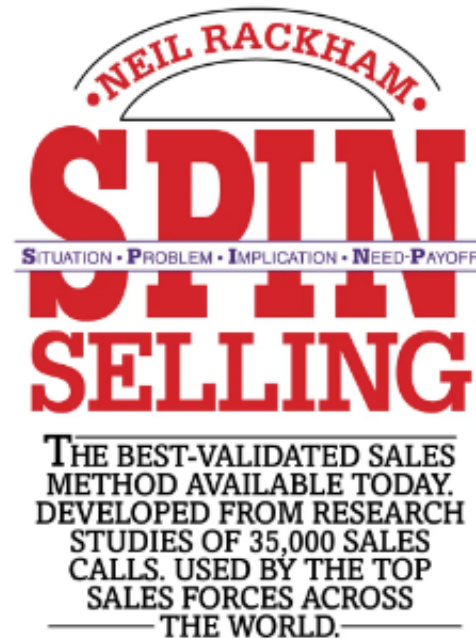
# Turning the Table



Telemarketer-ESR

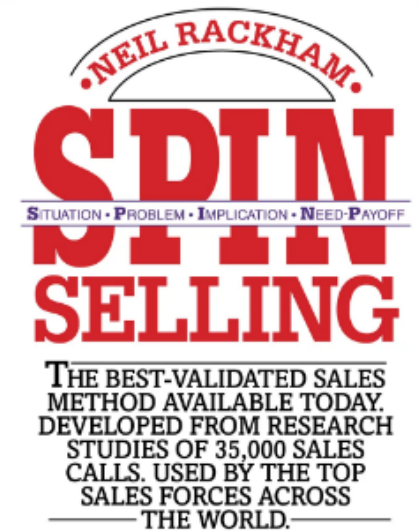


# The SPIN SELLING Method



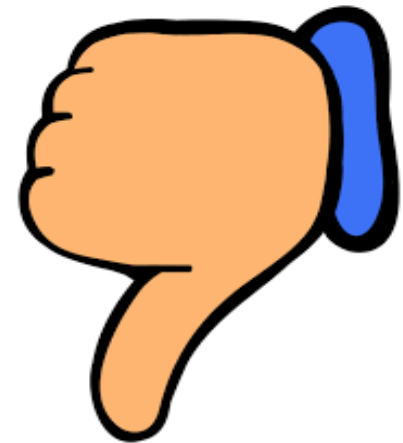
# What is SPIN SELLING?

- Renowned book written by Dr. Neil Rackham
- Explores 4 “Flavors” of Questions
  - Situation
  - Problem
  - Implication
  - Need Payoff
- Asked in Sequence
- Focus on Problems and Challenges
  - Draws out Needs
  - Allows for Features and Benefits to be presented in Context



# Features and Benefits Are Meaningless If:

- You make it about you
- You ask the wrong questions
- You don't isolate a pain point
- You think that just presenting them earns you the right to ask for the sale



# Situation Questions

- Situation questions help you understand the buyer's current situation.
  - The goal is to gather information.
- Help to unveil status quo
  - Goals and Objectives
  - Processes
  - Why and How
- Does not replace background research



# Examples of Situation Questions

- What is your top priority for the year?
- Can you tell me why this is important?
- Can you tell me about your current target markets?
- Who besides yourself is involved in the buying process?
  - Who owns the strategy for your trade show approach?
- Who are your internal clients?
- How much of your trade show budget is assigned to your branding and sales efforts?



# Jot It Down

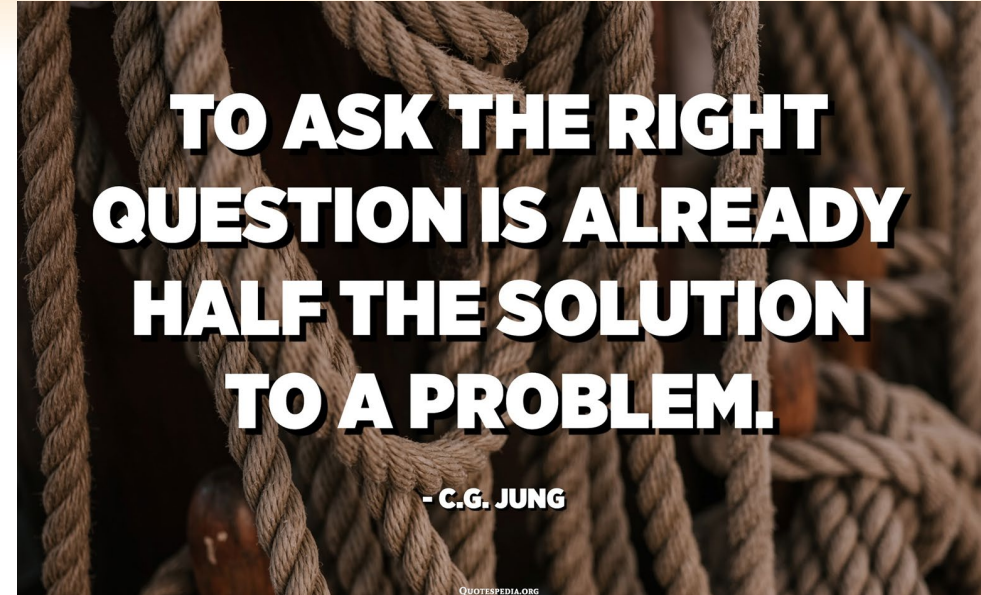
Situation Questions





# Problem Questions

- Help to identify pain points (problems and challenges)
- Might identify problems that buyer did not even know existed
- Help to develop implied and explicit needs
- Relate directly to a specific feature and benefit of your solution
  - Work backwards



# Examples of Problem Questions

- How easy is it to make progress against number your one priority?
- Why does this approach work/not work for you?
- Does your current approach ever fail?
- What happens if you're not successful with your number one priority
- Do you think [problem] can be solved?
- What's stopping you from solving it?



# Jot It Down

Problem Questions



# Implication Questions

- Questions help to create a sense of urgency around solving a problem
- Helps prospect concentrate on value: Big Problem? Great Solution
- Show ramifications of not solving a problem
- If asked too much, can create a sense of doom and gloom



# Implied vs. Explicit

- Implied needs are problems and frustrations expressed by the customer.
  - “Our system creates too much waste.”
- Explicit needs are *strong* wants or desires expressed by the customer.
  - “We need a more efficient system,” or “We have to cut our procurement costs.”
- In a large sale, implied needs are a starting point requiring further development into explicit needs.



# Examples of Implication Questions

- How do you justify your sales travel expenses to individual clients?
- What goal would you like to achieve that you currently can't because of the lack of efficiency in visiting one client at a time?
- How does the lack of brand awareness vs. your competition affect the company?
- Could you create a better customer experience by meeting with your clients outside of their offices?



# Jot It Down

Implication Questions





# Need Payoff Questions

- A prelude to features/benefits
- Foreshadows value of addressing challenge with your solution
- Need payoff questions guide buyers to see the benefits of solving the problem
- Encourages the buyer to positively endorse the solution to their problem using your solution
- WORK BACKWARDS.





# Examples of Need Payoff Questions

- What would change if you did [approach] differently?
- How would it be easier to achieve [priority] with [solution]?
- Would your team get value from [solution]?
- How do you think solving [problem] would help you?
- What would achieving [priority] unlock for your business?



# Jot It Down

Needs Payoff Questions



# Avoid These Mistakes

- Too many situation questions
- Not researching
- Not seeking first to understand
- Trying to persuade, not educate and create value
- Not connecting features and benefits to need payoff questions
- Lack of candor
- Not creating a next step



# Contact Dan

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