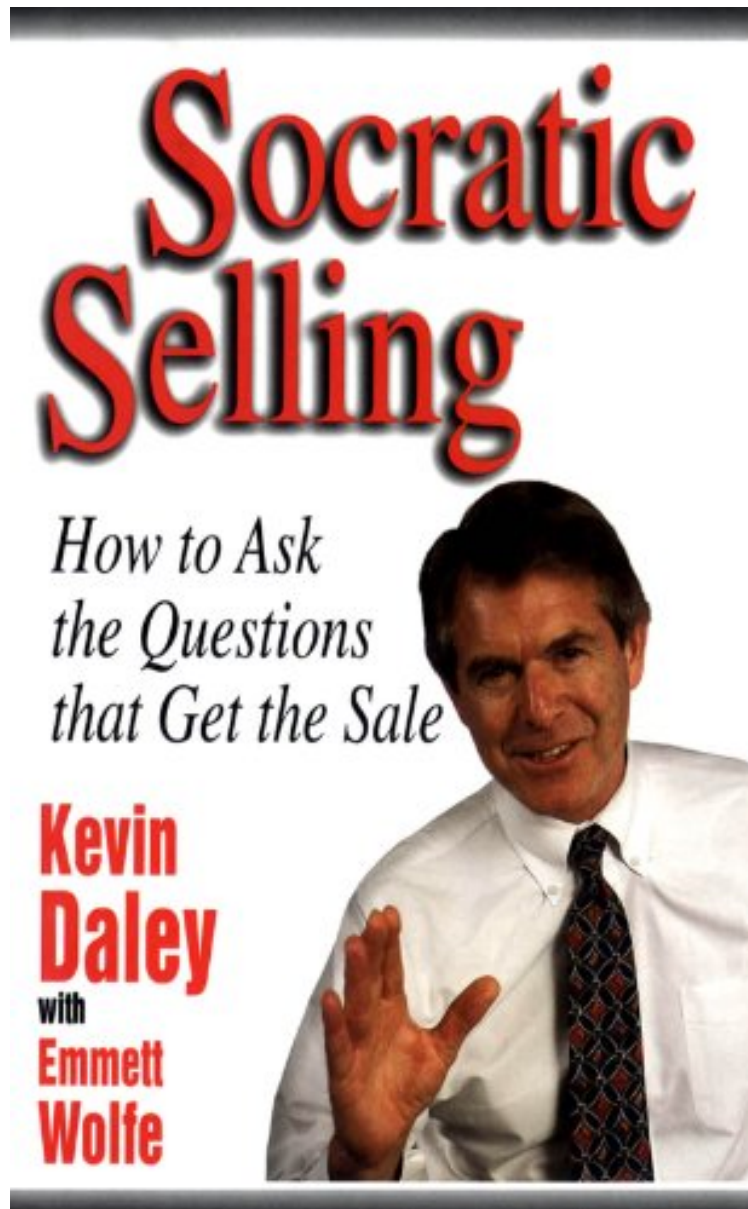


[Get free] Socratic Selling: How to Ask the Questions That Get the Sale

Socratic Selling: How to Ask the Questions That Get the Sale

Kevin Daley

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Kevin Daley : Socratic Selling: How to Ask the Questions That Get the Sale before purchasing it in order to gage whether or not it would be worth my time, and all praised Socratic Selling: How to Ask the Questions That Get the Sale:

1 of 2 people found the following review helpful. Answers the objection of "It's too expensive" so much more...By Wildman KeithDrawing out the real reason a customer might not be ready to buy is a skill few salesmen really

have. When somebody says it's too expensive, they might be trying to cover the fact that they just don't have the down payment. Or maybe they could have the down payment in a few weeks but don't right now and don't want to admit it. By using the Socratic method you can find the real reason they aren't ready to buy. Sometimes people blurt out objections that aren't the exact reason they don't want something. In the book a customer says the brown seats are ugly. The salesman is thinking about being able to get a car with blue seats but when he digs deeper he discovers that it is the velour fabric that is the real problem. Brown LEATHER seats will do just fine. So don't assume the exact wording of the objection is the real hold up to a sale. # An example not in the book but of having to find out the true meaning of a statement would be if you were selling gym memberships and a woman says "It sure is crowded in here." Now, is she hinting about maybe being disgusted at having to wipe down the equipment from all of the sweaty people using it. Or is she worried about looking stupid in front of a large crowd? Or maybe she secretly wants to meet some people and is trying to be sure there will be a crowd to pick from when she works out. Maybe she is trying to find out if there is a slow time so she can not feel rushed when working out. It could be she doesn't want guys staring at her and is trying to find out if there is a time when it's mostly women that work out. # You won't know the real reason of her statement unless you probe into the underlying concern. # This is a useful book if you want to be able to find out the real motivations and objections of potential clients. I highly recommend it. 0 of 0 people found the following review helpful. Great book to help understand questioning By Geo Monte This book is a great read into the Socratic way and reasoning behind asking questions. And not just asking questions but listening. Listen to the clients response and give it full value. This book is very helpful!! 1 of 2 people found the following review helpful. Good method for making buyers feel more comfortable By K. O'Boyle When I was taking teaching courses, we learned the best way to teach was by making the students "teach themselves" through asking simple questions and having students arrive at their own conclusions. It was called "guided learning". The same principle is used in this form of selling which is great for at least two reasons. First- Everybody likes a choice. Nobody wants to be told what they have to do, and be locked in a corner. Here, you ask questions which sort of leave the choices up to the buyer and so #2- he feels more satisfied about doing business with you. I HAVE been to certain places for example, calling to inquire about buying a car, where I now know the salesman was TRYING to use this method. However I found his questions were canned.. not listening and asking and trying to steer me towards an unsuitable car when I had my own reasons for not wanting that one. A short but good book overall.

Build a relationship with your customers and close the sale more surely. The Socratic approach respects the power of the customer. The customer has the need, the power, and the decision-making authority. Socratic Selling shows you how to access that power, to cooperate with it, and to make it work for you. Inside you will discover how to: Open a sales dialogue dynamically, so that you and your customer go right to the heart of the matter Guide the dialogue through a discovery of needs and needed decisions Negotiate objections, and close effectively Uncover the motivators that move sales to more predictable closure

From the Back Cover This is the decade of the customer. You cannot learn too much about the customer. By their own admission, most salespeople talk too much. Too few "socratically" help customers draw the logical conclusion to buy what is proposed to them. The Socratic approach respects the power of the customer. The customer has the need, the power, and the decision-making authority. Socratic Selling shows the reader how to access that power, to cooperate with it, and to induce it to flow toward the salesperson. Socratic Selling shows salespeople how to build a relationship with the customer and close the sale more surely. The approach uses the Socratic Method: "A method of teaching or discussion, as used by Socrates, in which one asks a series of easily answered questions which inevitably lead the answerer to a logical conclusion". (Webster's Unabridged). You will discover in concise, easy-to-follow chapters how to open a sales dialogue dynamically, so the salesperson and customer go right to the heart of the matter; guide the dialogue through a discovery of needs and needed decisions; uncover the motivators that move sales to more predictable closure; negotiate objections, handle challenging questions, and close effectively; and move to the next step in the closing process so that every sales meeting has definition. About the Author Kevin R. Daley is the founder and chief executive of the Communispond Division of the Frontline Group and has trained more than 450,000 business executives. Laura Daley-Caravella has been designing training programs and coaching executives for years. Her clients include Citibank, Coca-Cola, and NBC.