

Why Teach Sales Elicitation and Customer Interviewing Skills?

- Could your sales force be closing more deals? Upselling?
- Could they improve customer retention?
- Do they waste time with unlikely prospects?
- Does your sales force frustrate you since they don't collect good information from their customers on the competition, new technology, service improvements and product shortcomings?
- Have you communicated clearly to your sales force what information you seek for marketing, product development and the competition, and why it matters to them?

If you don't like the answers to these questions, consider **Elicitation and Customer Interviewing Skills** training to improve Sales results and the collection of valuable data from customers and prospects.

We share the conversational intelligence skills we have developed over the last 30 years:

Elicitation Skills

- A format to structure sales calls to maximize results
- Heighten sensitivity to customer's / prospect's motivation and needs
- Confidently direct conversation back to sales' objectives
- Military intelligence techniques that promote sharing regardless of culture

Reading the Body and the Voice

- Learn when to push conversation based on the client's body language or tone
- Learn when to change your tone or direction based on the client's body language or tone
- Learn how to hold yourself with confidence to maximize credibility

Attendee Reactions: "How did this training benefit you?"

"I will use these skills to close more deals."

"I will use these skills to maximize my time with revenue generating prospects and existing customers, and weed out unlikely prospects."

"I like the structure used in elicitation to organize my sales calls. Too often I wing them."

"I will incorporate the elicitation structure and body reading skills to collect better information while talking to people over the telephone or in-person."



[Ellen Naylor](#) has given presentations, webinars and workshops for 25 years including at [AMA](#), [SCIP](#), [APMP](#), [ABA](#), [NIRI](#), [SLA](#) and [AIIP](#) conferences; and to marketing, sales and product developers around the globe. Ellen speaks *Sales* from her experiences in B to B and B to C selling. Ellen knows Sales is a company's conduit to revenue and customers' present and future needs. Being born and raised in Yokohama, Japan, Ellen weaves cross-cultural experience and culture with her consulting clients.



What We Cover in Elicitation and Customer Interview Training



How and Why Elicitation Techniques Work

Sample Elicitation Training

- Interviewing skills description and process
- Rewording or re-ordering questions to motivate sharing
- 8 human tendencies that encourage sharing
- 10-12 elicitation techniques: how and why they work
- Getting grounded before sales calls
- Role plays and exercises throughout

Prior to the program, we ask you to provide us with difficult situations that sales reps find themselves in. These will be used for the role plays. We create scenarios around these difficult questions to allow participants to try out the improved questioning techniques and elicitation skills.

Challenges might be:

- Getting the customer to open up where they are in the decision-making process
- Learning their decision-making criteria
- Learning how your company made the short list before they contacted Sales
- Finding out what is REALLY preventing them from making a decision
- Finding out details about the competition without asking
- Learning who are the ultimate decision-makers and key influencers
- Learning how your company is really perceived versus the competition
- Some clients also include questions that product development would like Sales to get answers to from their customers and prospects. We re-phrase them together during class in a way that will motivate sharing.

I have never found a sales person who plans a sales call as methodically as I will teach them in this elicitation class. This knowledge helps Sales close deals at the right time, and to recognize early in the sales process when a prospect is not a good fit for your company's solution. This elicitation training is great for account rep orientation as well as for seasoned reps. In particular, this training will give your new account reps a leg up on the competition.

