

10 Questions to Achieve Your Sales Targets in 2010

PAUL CHERRY Author, *Questions That Sell*



Achieve Your Sales Targets Last Year?

Chances are, the answer is no. The fact is, many of your customers were probably in a state of panic, denial, or complacency, continually putting off decisions or beating you up on price. Heck, you were grateful for the business your customers DID give you.

As we jump into the new year — and decade — getting in touch with our customer's needs and expectations, plus qualifying our customer's commitment is more important than ever. On the eve of a recovery, to meet and even surpass our sales targets, 2010 has the potential to be your best year yet.

What Needs To Change In 2010?

Last year, our customers exhausted all their resources on **SAVING** money. In order for us to achieve our sales targets in 2010 — we need to get customers to shift their focus on **MAKING** money — that's why they're in business! So how do we get our customers to do this?

The solution lies in a sales professional's (that's you) ability to challenge the **status quo**. And the only way to challenge that status quo and achieve our sales targets is to consistently ask our customers challenging, energizing sales questions.



Ten Questions To Ask Your Customers In 2010?

1 Tell me, what would you like to accomplish this year compared to last year?

It's a simple question designed to take your customer's pulse and determine if he has a fresh perspective. Is he motivated, open-minded and receptive to change?

2 What do you envision, 3 years from now, as the specific goals you want to accomplish?

This question taps into your customer's big-picture mind-set. How is he planning ahead? Is he thinking strategically? If he isn't, are you really talking to the key decision-maker?

3 What actions will you pursue?

Everyone talks about what they **WANT** to do, you need to discover what he's **WILLING** to do. Is he a do-er, or just blowing smoke. Does he have a timeframe? Does he know how he'll leverage existing resources, which activities and initiatives is he planning to launch?

4 What strengths do you want to capitalize on to ensure your success?

This feel-good question strokes your customer's ego and lets him toot his own horn about what makes him and his organization successful. At the same time, this question gets him thinking about what he needs to do to capitalize on his success and reach the next level, and how you can plant the seeds to get him there.



5 Can you tell me about the challenges you want to avoid so you can go after these opportunities?

What are your client's fears, anxieties, and frustrations? What business-related problems is he trying to address and/or overcome?

6 How are you going to differentiate and set yourself apart from other competitors clamoring for the same opportunities?

Key decision-makers love talking about how they're going to outsmart and outpace the competition. This kind of question appeals to their competitive drive and lets you know whether they're as committed as they say they are.

7 What concerns do you have if you don't achieve your goals for this year?

This is the "implication question." It'll help you tap into your customer's emotions and understand his sense of urgency. What's his true level of commitment? How motivated is he? What risks are involved if he's not fully committed to change?

8 In what ways can we collaborate with you to make sure you achieve your goals?

This is the first time you enter the picture. Many times, salespeople ask customers, HOW CAN I HELP? These salespeople need to understand, it's NOT about them — it's about their customer! You need to demonstrate to your customer how YOU fit into his big picture. Does he see you and your organization as part of the solution? — will you lead him where he wants to go? — will you create a true partnership?



9 What are some things you'd like to do less and/or more of to ensure your success?

Here, you want to know how your customer wants to make his life easier, and what you can do to help him. What does he want to take off his desk? What opportunities can he pass along to you to make you part of his value-added solution?

10 What will it take on my part to win that portion of the business you're currently giving to our competition?

If you are a great salesperson, you're never satisfied. You're always hungry for more opportunities — and by having a good relationship in place, you're asking for more of their business.

The catalyst for change

If you ask these questions, and ask them in a way that fits with your sales approach, your personal style — there's no reason why you can't achieve your **sales targets and even increase your sales quotas by 20% or more**. The year 2010 is here — success is contingent on your willingness to change and challenge last year's lackluster methods. By asking your customers effective questions, you create the catalyst for change that will produce a winning sales year! ■

©2010 Performance Based Results



About the Author

PAUL CHERRY

Paul Cherry advises companies, salespeople, and corporate leaders on how to ask better questions in order to close more sales and foster more successful business relationships. With more than 20 years experience, he has helped over 1,200 organizations in every major industry ranging from family-owned small businesses to leading Fortune 500 companies.



He is founder and managing partner of the Philadelphia-area, sales and leadership training company **Performance Based Results** which specializes in customized on site team training workshops as well as one-on-one executive coaching.

Cherry has written over 250 articles in leading business publications including *Investor's Business Daily* and *Selling Power*. He is the author of the American Management Association's top-selling book **Questions That Sell**, and the soon-to-be-released **Questions That Lead**.



Performance·Based·Results

4 CHATTERLY LANE, WILMINGTON DE 19803 USA

302-478-4443 | 800-784-2712 | askpbr@PBResults.com

www.PBResults.com