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The 6 Keys to Creating Value vs. Selling

Establishing a successful relationship with your prospect requires a thoughtful understanding of their challenges. Helping them address these challenges will provide genuine value.

A well thought-out prospect interview is vital for you to gain this understanding by learning the ins-and-outs of their business. Consider the following questions when designing your interview process:

1. **Business:** Do you understand their business? What are they good at and what makes them different from their competitors?
2. **Money:** Do you have a firm grip on how they make money?
3. **Problems:** Do you know the problems and/or opportunities they are facing regarding the products or services they provide?
4. **Impact:** Are you clear on how your prospect's current situation is affecting them financially and personally? Is it eating up a disproportionate amount of their budget or time? Could it affect their next performance review or even put their job in jeopardy?
5. **Options:** Have you determined the options they are considering? Have they started talking with your competitors, considering an in-house solution, or might they decide to do nothing at all?
6. **Criteria:** Have you established on what they will base their decision? Will it be price, customization, or experience? Which of these matters the most to them?

This is an excerpt from “Turning Inbound Sales Calls into Gold”. [Download our free eBook](#) and learn focused sales tactics, how to qualify sales prospects and more!

SUITE 1000 is a U.S. based national telephone answering service that has specialized in handling sales leads, appointment scheduling, and customer service calls for over 25 years. [Request a consultation](#) today to learn how SUITE 1000 can help you.

