

Executive Blueprints



Training Exercises & Activities

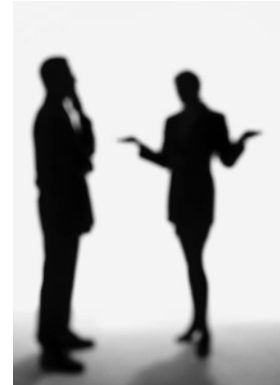
Sales Training

SUBJECT:

TWENTY QUESTIONS

MATERIALS REQUIRED:

NONE



Preparation

Break the participants into teams.

All groups have five minutes to determine a specific product or service that they are going to try to sell to you. They must decide key features, price, and all specifics associated with the product or service. This may be an actual current product or service, or something new and unique. Teams may not divulge the product or service until the end of the exercise.

You represent a business and you are a potential customer. You should have a specific business in mind, with specific business requirements and needs. Be prepared with a very thorough mental outline of your own business. You may model your business outline on an existing business or organization, but you should use a fictitious business name (“ACME COMPANY”).

ACTIVITY

The first team asks you one question about your business. Answer the question and move to the next team. Each team can ask one question. Answer the question and then move to the next team. After all teams have asked one question, return to the first team and continue in order until you have answered twenty questions.

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If the team asks a 'closed question' that can be answered with a simple or one word response, provide the simple answer and move to the next team. Simple 'closed questions' include asking a name, date, number, dollar amount, or a 'yes or no' question. Provide a simple response and move to the next team.

If the team asks an 'open question', provide an extensive response with detailed and meaningful information specifically related to the topic of the question. Open questions are questions that allow insight into customer behavior and needs.

Once you have completed twenty questions, give each team an opportunity to prepare a sales proposal with three reasons that you should buy their product. Each reason to buy should be a single sentence statement that relates to a specific feature, advantage and benefit of the product or service. The team may not mention the product or service in the sales proposal. The sales proposal must relate to a specific need or benefit identified during the twenty questions.

Each team may present their single sentence sales proposal with feature, advantage and benefit to the audience. The audience may score the sales proposal based on feature, advantage and benefit value (rating 1 – 5). No points awarded if the sales proposal is unrelated to the customer. No points awarded if the sales proposal contains the name of the product or service.

Allow each team to present sales proposals. As a group, decide which team had the best sales proposal. Is it possible to determine the product or service from the sales proposal, by talking about the value of the item and not even mentioning the name?

Which questions and answers were most meaningful to the group during the twenty questions? ("Closed questions" or "Open questions")

Were the questions significantly different, even though the teams may have had significantly different products or services?

Did any team find the questions from another team helpful in preparing a sales proposal, even though the products and services may be different?

Was there similarity in sales proposals from different teams, based on customer needs, even though the products and services were different?



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