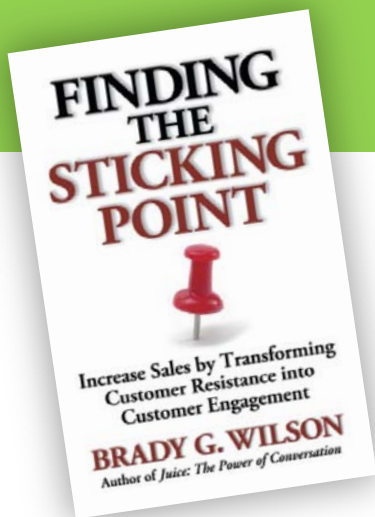


CUSTOMER ENGAGEMENT PULSE CHECK



“The odds are 2 to 1 that in any sales interaction the sales person's orientation is inwardly focused - self referential vs. customer referential.”

- Jack Carew Organization

“Emotional engagement releases four times the discretionary effort of rational engagement”

- Corporate Leadership Council

Which of the following trouble spots are issues for you?

My sales people:

- Have been through a sales system (Sandler, Spin, Strategic) but are still just asking questions for the sake of asking questions.
- Rely on rational arguments to move the prospect rather than tapping into the core emotional needs that drive the decision process.
- When put on the spot get insecure and start spouting information.
- Don't often ask the refreshingly direct questions like, “You've been with our competitor for over 15 years, do you mind me asking why the interest in us, and why now?”
- Will do just about anything to avoid asking for the business.
- Give away the farm or leave opportunity on the table when they encounter resistance.
- Deliver too much information and not enough insight when doing client presentations.
- Talk for 80% of the sales call versus listen for 80%.
- Push features and benefits rather than pull out the prospect's definition of value.
- Use our CRM system, but lack the ability to use it as a tool to create insight.

Cheryl Rayfield

Director, Client Services

Juice Inc.

Office 519-822-5479 Ext 223

Cell 647-888-0444

crayfield@juiceinc.com

