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EXPANSION DIRECTIVE

September 23, 2024

CONSULTIVE SELLING TRAINING PROGRAM

Business Consultants are to do the following actions in the established sequence. After each action is done with complete comprehension, check it off by initialing. Turn in all Essays and to the Trainer and have the Trainer check out your Exercises.

Internet Marketing or Business Consultant

Date Started

___ **1. STUDY:** Download Barriers to Study Booklet at: <https://www.appliedscholastics.org/study-tech/barriers-to-study-booklet.html>

___ **2. CHECKOUT:** Get a checkout on the three barriers to study. Ensure you know why you need to know these barriers for yourself and when consulting a client. You should also understand the symptoms when a barrier to study exists. If you flunk or lag in an answer, re-study the booklet.

___ **3. STUDY:** Read and understand the Directive “Assumptive Selling”.

___ **4. STUDY:** The Marketing Directive, “The ESS Sequence of Questions to Sell”

___ **5. ESSAY:** Write out 2 example questions of each of the 6 types of questions without using the examples that are given.

___ **6. CHECKOUT** – Get a checkout by your trainer the 6 types of questions.

___ **7. EXERCISE:** Be able to verbatim say and get a check out from your trainer the following questions:

1. Situation Questions
2. Problem Questions
3. To What Degree Questions
4. Effect Questions
5. Fear of Future Questions
6. Solution Questions



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___ **8. PRACTICAL** – Working with a coach or your trainer, “ask” EACH of the “Problem” questions listed, get an answer and get your coach talking about the problem.

___ **9. STUDY:** Read and study the Directive “Sales Debug Checklist”

___ **10. EXERCISE:** Do the Sales Debug Patter Drill

___ **11. EXERCISE:** Study and get a checkout on the Client Originations Worksheet.

___ **12. DRILL** – Do the LSF Sequence of Questions to Sell with your trainer.

___ **13. PRACTICAL** - Role Play Using Questions to Sell – Done with Trainer

___ **14. READ:** Read pages 5-9 in Master Closer’s Course.

___ **15. DRILL:** Drill with Coach – Sales Basic Words Drill, page 4

___ **16. READ:** Read Page 10-21 in Master Closer’s Course.

___ **17. DRILL:** Drill with Coach Sources of Failure, page 22

___ **18. READ:** Read Pages 24-26 in Master Closer’s Course.

___ **19. DRILL:** ___ Drill with Coach Section 2 Study Drill page 29

___ **20. READ:** ___ Read Pages 105-110 in Master Closer’s Course.

___ **21. DRILL:** ___ Drill with Coach – Section 5 Study Drill, page 111



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SALES DIRECTIVE

January 13, 2022

Assumptive Selling

Assumptive selling is when the customer is already seen as and spoken to as a buyer. It works on the presumption that the sales process has successfully prompted the customer to buy your product, service, or solution.

Assumptive selling takes the approach the client is buying and the salesperson is their guide to making the correct purchase.

To use this approach, the salesperson needs to really understand the problems the customer wants to resolve, the customer's financial position, what will be help to the client, and anything the client doesn't want.

The two keys to assumptive selling are asking enough questions to get the full picture and then actively listening to what the client is communicating.

Salespeople that listen, are confident, optimistic, and enthusiastic are most successful in using assumptive selling.

If you are excited about what we can do for the client and how we can help them, your prospect will become excited too.

Kurtis Kintzel,
President



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SALES DIRECTIVE

January 13, 2022

Selling with a Sequence of Questions

Sequence: Noun. The following of one thing after another. Latin *sequentia*, “to follow”

Sell Verb. To transfer (goods) to or render (services) for another in exchange for money. German *sellen* “to cause to take”

Get in communication with your prospect!

How does a salesperson get a business owner to communicate? Having rapport is vital, but how does this happen. Asking questions, understanding what they are communicating, and acknowledging those answers is how you start to build rapport. By taking the time to understand, also referred to as “duplicate”, gives the prospect the feeling of being heard and cared for.

We’ve all experienced a salesperson that has their unvarying script and pre-determined responses. These don’t create a “we’re all on the same team” sales environment and can cost the salesperson deals.

If you get the prospect talking, especially talking more than you, you are well on your way to closing the deal.

Here is a simple formula... Talk less than your prospect when doing a presentation. Your closing percentage will be higher in the presentations when the prospect talks more than you talk. Try this out and see how it works for you. Whether doing a Spotlight Story, the CMA Presentation or selling a marketing campaign, closing percentages are proportional the more the client talks.

Ask, understand, and acknowledge, and you will close!

Once you have a prospect communicating with you, and so long as you have a valuable service priced competitively that other similar prospects have purchased, you can experience a remarkably high closing rate if you follow the below line of questioning and do not go out of sequence.



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The below questions asked in the exact sequence will get your prospect into communication with you on a gradient basis that will be agreeable to the prospect.

If you do not close any qualified prospect, you can, every time, look back over this below list of questions and determine what question you did not fully get asked and answered. In other words, this is where you lost the sale. You can now debug your own sales if you ever are not closing to the degree you think you should be.

1. Situation Questions – Situation questions are simple questions that the business owner knows the answer to with little to no thought. They establish rapport between the salesperson and the prospect. Situation questions create a playing field for the salesperson which provides insight and uncovers areas to investigate.

Examples are:

- Favorite football team?
- Does your business support any local youth groups or charities?
- How did you get started in this line of work?
- Do you have special training or education in (*plumbing, pest control, etc.*)?
- How many locations do you have?
- How many staff do you employ?
- Why do people buy from you instead of your competitors?
- What do you do for fun in _____ (*Madison Wisconsin, Park City Utah, etc.*?)

When possible, share your own common experiences with them. This should be 2-way communication, not just a salesperson firing questions at the prospect.

“Situation Questions” establish the rapport!

2. Problem Questions – **Problem questions uncover business problems, difficulties, and annoyances.** These questions will open the door to problem solving by exposing to the salesperson something that can be addressed. A problem is only a problem if the prospect communicates it is a problem and agrees that it is a problem. If you cannot get the client to really see a problem, there is no need to move forward because the client won't be interested in your solution and they will not engage. Problem questions create the path to sell.

By getting the prospect to communicate he/she has a problem and if they agree that it's a problem, you have created an opportunity for yourself to present a solution when the time is appropriate.



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Here are examples of problem questions:

- When doing a Google search, your business does not show up for your major service in your hometown, is that a problem for you?
- Does your web designer being your cousin that did you a favor cause any challenges when it comes to you needing work done and done how and when you want it done?
- Is your website looking so outdated a problem?
- You don't show up in Google Maps, is that a problem?
- Your competitors have their services guaranteed by Google and you don't which will likely cause some clients to use their service instead of yours, is that a problem?
- What problems or what are the challenges you are having expanding your business?
- Is there anything you would like to improve on your website?
- It looks like it is very hard to find you online unless someone is looking for you. Is not showing up in searches a short term or long term problem?
- You can tow 1 more car per day and your average tow is \$100 so you are losing out on \$500 per week which is \$2,000/month. Is losing out on \$2,000/month a problem for you?
- You mentioned you often work late into the night. Is that a problem?
- Since all of your business is word of mouth, is hoping for and waiting on customers to show up a problem?
- Is spending a couple thousand dollars a month on ads and not knowing if you are getting leads from them a problem?
- What do you like most about your current marketing team? What do you like least about your marketing team?
- I see you have some bad online reviews. Is that causing you any challenges?
- Every one of your competitors have a better looking website than yours. Some people that don't know you may make a decision on who they contact by what a website looks like. Do you think it's a problem having a worse website than most of your competitors.
- I see some of the pages in your website don't work or go to an error page, there a problem with your website?
- Not having a website today is like not having a store or office years ago, like you are not real if you don't have a website. Do you think you are losing out on business by not having a website? Is that a problem for you?
- "Joe Blow", your competitor, shows up everywhere online compared to you. Does that bother you at all?
- Why do you have misspelled words and grammar errors on the home page of your website?

"Problems Questions" generate interest within the prospect.



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3. To What Degree is that a Problem Questions – Problems come with variations of significances. To some, a problem is a huge deal and to another that same problem is a problem but no big deal.

A prospect may spit out a problem such as “I have a problem in that I don’t show up in online searches”. You then learn he sells jewelry in a booth a Costco, has no intention of getting customers from the internet. So, it’s not important at all for him to him to show up in searches.

In this scenario, if the salesperson continues to handle the problem of “website not showing up in Google searches”, no sale is forthcoming.

Conversely, people are interested at Costco in our prospect’s jewelry but he has not way to be connected to them once they walk away. Identifying this as “the problem”, the sales person could then close the prospect on getting a website and some business cards with his name and website address on it.

Ensuring the problem is important to the client takes a second but is invaluable.

The solution... When a client states and agrees to a problem, you simply ask, “**to what degree is _____ a problem?**”

Examples:

- To what degree is it a problem that you are losing \$5000/week by not pulling in the customers?
- Is it a big problem that you don’t get home till 10:00 at night?
- To what degree is it a problem that your competition is dominating you on the internet?

Based on the prospect’s response you continue or go back to #2 and ask more problem questions.

To “What Degree Questions” determines the importance of a problem.



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4. Effect Questions – Have you ever had a prospect say, “This sounds great, let me think about it?” That same person would not “think about” pulling into a gas station if his/her car was about out of gas or “think about” heading into a restaurant if his/her tummy were grumbling. In these two examples, the prospect knows the effect of running out of gas is potentially a long walk on the highway and the effect of not eating is a loss of energy.

“Effect Questions” create urgency to find a solution”

Have you ever had a client that says, “yah, let’s do this... call me in 2 weeks or next month”?

Your intention should be to create a picture in the client’s mind of what is happening because of the problem.

Here are examples:

- What effect is not having a web presence having on your business?
- What effect is having staff standing around because you don’t have customers having?
- What effect is getting home at 10:00 at night having on your wife and kids?
- With all your competitors showing up in searches above you, what effect is this having on your business?

5. Fear of Future Questions – Fear of future questions bring about awareness. You help them look into the crystal ball so the owner can see and gain a reality on what will happen if the problem is not resolved. What will happen in the future to the business, the business owner, his staff, his family or his customers if the problem is not resolved? Will there be lost opportunities? How bad can things get? This is the future version of the problem and effect questions.

Here are examples:

- If your income continues to go down, what will your business look like in 3 years? As discussed, your lost revenues are about \$10,000 per month... what all are you going to miss out on by not having that extra \$500,000 over the next 4-5 years?
- If your competition continues to get all the new business in town what will happen to your business over the next few years as your great customers move or die?
- If you continue to get home at 10:00 from the office for the next 5 years, what will your relationship with your 10-year-old son look like?

“Fear of Future Questions” bring about an awareness that a change is needed.



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6. Solution Questions – Now that the business owner is really communicating and perhaps on a bit of an emotional roller coaster, its time to check with the prospect on whether or not they would enjoy the benefits of a fully resolved situation. Solution questions are questions, you are not yet proposing what you'll do. You are helping the prospect to see there might be a light at the end of the tunnel and happiness will prevail. You'll ask questions that will connect the resolution of the problem to the prospect's goals, purposes and objectives that you have discovered along the path.

Examples:

- If there was a solution that would move your business ahead of Joe Smith on Google so you once again have bragging rights at the golf course, would you like to hear about it?
- Would you like to hear about how others in your industry are filling up their empty restaurant seats between 2:00-4:00 in the afternoon?
- A friend of mine was in a similar situation as you are in. He had great services and good prices but no one knew he existed or was in business. When people found out about him his revenues took off. Can I tell you what we did for my buddy that boomed his revenues?

Upon an affirmative response to your solution questions, you are now ready to present a solution!

“Solution Questions” create agreement to receive your presentation and hear solutions!

This sequence of questions does not need to take a long time. As soon as you have completed one step, move on. The sequence and completeness of each step are what is important.

This process is to be used in selling all Local Search Force services. Why? Because LSF is in business to help clients expand and we do this by discovering the needs of our clients and then service them resolving their real barriers to expansion. If you really want to help your prospect and if you really care for your prospect, close them! We fail to help 100% of the businesses we don't close.

Kurtis Kintzel
President



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MARKETING DIRECTIVE – CONFIDENTIAL

March 15, 2021

Sales Debug Checklist

Know and use these 6 types of questions in your sales presentation.

When a sale is off track, get it back on by using the below debug situations and solutions. If you do not close a legitimate prospect, consider the sales presentation and discover which one of the below you did not full ask and get answered.

1. No rapport is solved by “situation” questions.
2. No interest is solved by “problem” questions.
3. Problem discussed is not important is solved by “to what degree” questions.
4. No urgency is solved by “effect” questions.
5. Client does not see a need for change is solved by “fear of future” questions.
6. Client feeling hopeless is solved by “solution” questions.

Debug Patter Drill

Say loudly over and over loud and proud the above 6 sentences until you can say them verbatim without looking at them from start to completion.

Kurtis Kintzel



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CLIENT ORIGATION WORKSHEET

Client Origination	What's Happening	Cause	Type of Questions	How to Resolve
No time. Not interested without considering services or offer	Client not engaged	Lack of rapport	Situation	Get client talking by asking situation questions
No Money. No Interest in spending money for our services.	Lack of Interest	No or wrong problem or no agreement about problem	Problem	Get client to state and agree to an important problem
"Don't see benefits to me", Too expensive" or "Sounds great but not for me"	Problem is not important	Wrong problem	To What Degree	Get a problem the client really wants to resolve
"Email Me" or "I want to think about it"	No Urgency to get a solution	Not confronting the effect their problem is having on them or biz	Effect	Get client to visualize the negative effects the problem or not solving the problem is having.
Client won't close, even though everything makes sense	Lack of awareness that a change is needed	Client is not closed on solving the problem	Fear of Future	Get the client to describe the effects the problem is creating but on a long term basis
Client agitated, apathy or in despair	Not seeing a light at the end of the tunnel	No agreement to look at solutions to handle the problem	Solution	Establish if the client wants to find out about a solution that would solve the problem and bad effect.