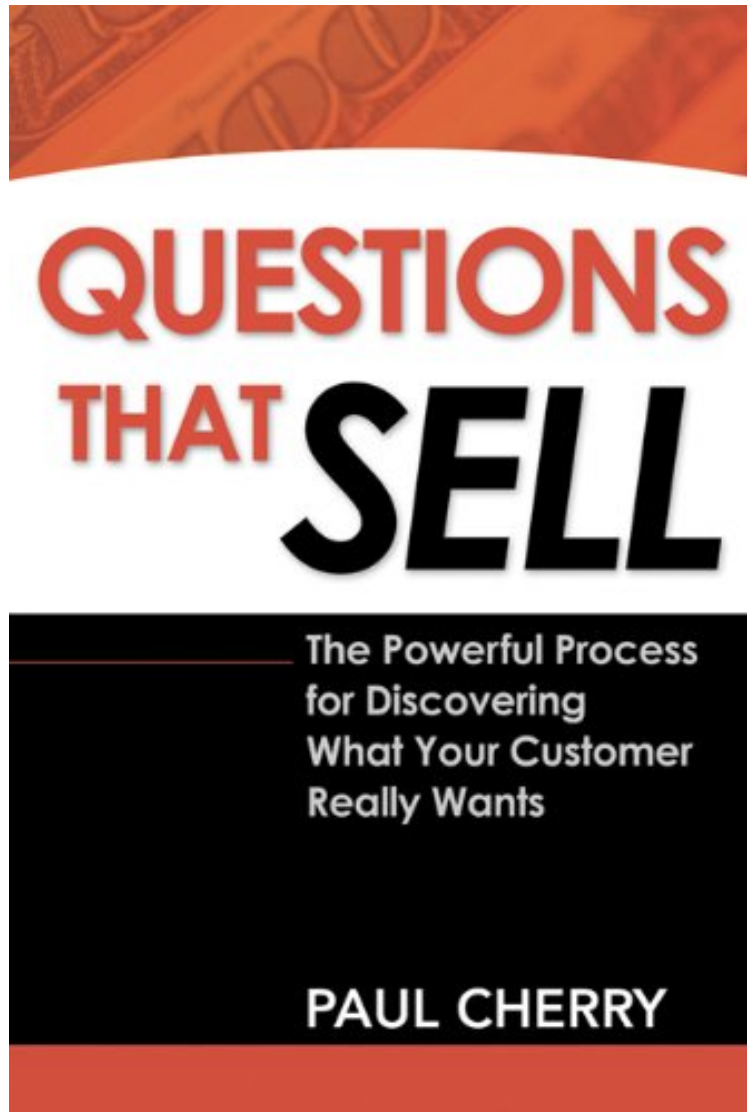


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# Questions That Sell: The Powerful Process for Discovering What Your Customer Really Wants

*Paul Cherry*

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**Paul Cherry : Questions That Sell: The Powerful Process for Discovering What Your Customer Really Wants** before purchasing it in order to gage whether or not it would be worth my time, and all praised Questions That Sell: The Powerful Process for Discovering What Your Customer Really Wants:

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certain questions, When to ask these questions, and How to ask them. Zig Brian give you a lot of information about the selling process. Questions That Sell empowers you to ask questions that keep you constantly in control of the selling process, from start to finish. No more guessing about what to say, or if you're saying the right thing. If you buy this book, I can guarantee you that you will have Complete Confidence that the questions you ask WILL LEAD INTO A SALE!!!Your prospects will tell you everything you need to know to Close the Sale, and Open a rich Relationship with them that will last a long time.I still can't believe how Easy it is to make a sale now. At times I feel like I'm dreaming because most prospects just lay down for me with very few bonafide objections. And even if they do have any objections, Questions That Sell will give you the calm, confident reassurance that you WILL CLOSE THIS SALE!!!Happy Selling!

0 of 0 people found the following review helpful. I highly recommend hiring Paul Cherry for sales coaching

By Anna Price

Questions That Sell: The Powerful Process for Discovering What Your Customer Really Wants

My first experience with Paul Cherry was at a regional sales meeting in my previous career. My manager at the time hired Paul to work with the sales team. This was a real eye opener for me as I was always a feature/benefit type of sales person. I was successful. However, I quickly "burnt out" as my belief of a successful sales person was about forming relationships with customers. This notion of cultivating personal relationships with with a price; eventually it consumed my life and eroded my health.As we all know, relationships are important, but creating a framework of questions will help you tap into your customers' needs and desires for the future, maintain control of the conversation, and your customer will voluntarily open up about their issues and the value of your service/product.I have hired Paul on a few occasions to assist me with a career transition and successfully navigate through a new company culture, more specifically a start up company that did not include expectations, goals or an orientation. Paul worked with me on creating sales presentations. He also strategized with me prior to sales meetings and gave me the CONFIDENCE to put in action the techniques in his books.His personal coaching is affordable and I felt that Paul really cared about me and my success. Feel free to email me for a personal reference [annaprice206@gmail.com](mailto:annaprice206@gmail.com)

2 of 2 people found the following review helpful. Most Useful Sales Book in My Collection

By N. Ledwon

After starting a new sales position, I wanted to brush up on my selling skills, so I bought this book along with several other sales books (The New Strategic Selling, Selling to Vito, Selling to Big Companies, Major Account Sales Strategy). I found the other books to be heavy on theory and light on useful examples. It felt like their authors were trying to whet my appetite just enough to get me to sign up for a workshop, but not enough to give away their secrets. For example, all of us in sales \*know\* that we're supposed to try and meet with everyone in the enterprise who influences the buying decision, but what, specifically, can I say when the gatekeeper doesn't give me access? And once I get the meeting, what do I talk about? And in the negotiation, I \*know\* I'm supposed to focus on value, but how exactly do I do this? What do I say and how can I best word it?This is exactly what I get out of this book. Sure, there's a bit of theory, but the book is chock full of tons of useful questions to ask at different points in the sales cycle, like:- Are there people in your company who will resist this change?- Let's assume you're looking at 3 vendors that all meet your criteria - including price. How would you make your decision?- If in the end, the project gets put on hold, what would that mean for you personally?- How do you differentiate yourself from your competitors?- If you could change one thing about our relationship, what would it be?- and HUNDREDS of others.And the book is very easy to reference, as the questions are organized well and the questions bulleted so they're easy to find. That's why the book is now a permanent fixture on my desk.I think that in time, the questions will come naturally to me, but for now, I go through the book before calls/meetings with prospects and write down the questions I want to cover. So far, the questions have worked well for me. There was even a case where the prospect responded with, "These are good questions you're asking, but I'm not the right one. Perhaps when you come onsite you can discuss these with our CEO." It reminded me of a "theory" another book once taught me, which is that if you talk like a C-Level executive, you will be more readily invited to meet with the C-Level executive.

Simply knowing the right questions to ask can make the difference between finalizing a sale or losing it. Most salespeople have extensive knowledge of their products, but many fail to ask the questions that will help them uncover the real needs of their customers. Questions That Sell helps readers use advanced questioning techniques to sell their products based on value to the customer, not on price -- and increase their success rate as a result. The book contains powerful examples, exercises, and hundreds of sample questions, including: \* Vision Questions: Tap into a customers' needs and desires for the future \* Questions to Uncover Problems: Fix something that's not working for the client \* Pay-Off Questions: Get customers to articulate for themselves how much the product or service is worth

Questions That Sell is an invaluable resource for connecting with customers, understanding what they need, and closing more sales, faster.

Cherry gives readers key questions that get orders and a process to uncover the real needs of their customers.

-CRM Magazine

From the Back Cover

The hard sell is as dead as the dinosaurs in today's marketplace. More often than not, the sales professional who uses pressure and hype is going to leave empty-handed. The real secret to successful selling is getting to know who your customers are, and what they really want and need. When you ask them the right questions, you'll build strong business relationships, uncover

potential concerns, move past objections, and open up exciting new opportunities. And, ultimately, you will make the sale. *Questions that Sell* is an indispensable addition to your toolkit, no matter what your product or service. Paul Cherry's invaluable handbook is more essential than ever before, with even more practical, hands-on content that covers a broader range of tactical sales situations. A wealth of fresh topics, techniques, and information has also been added to this updated second edition, including new questions that will: Get prospects talking during cold calls; Soothe angry, dissatisfied, and anxious buyers; Lead to quicker decisions; Secure referrals; Comfortably address delicate subjects; Reinvigorate a sales relationship that has gone stale; Generate discussion and position yourself as a thought leader at networking events and on social media forums. In a highly competitive marketplace, the right questions will enable the buyer to see you as a problem solver rather than a product peddler—while asking the wrong ones can kill a deal instantly. Success today depends on a lot more than just a good knowledge of and faith in what you're selling. *Questions that Sell* can be the one sales tool that makes all the difference. Advance Praise for *Questions that Sell*: "Questions that Sell is the best book on questioning I have ever read and I think I have read them all. Paul knows more about great questions and how to create them than anyone I know. I recommend Paul's book to every person we train because it is a spectacular reference book on a topic that many people need to be better at. *Questions that Sell* is a book every salesperson should read." — Jerry Acuff, CEO, Delta Point, Inc. "Questions that Sell is an invaluable customer engagement resource. This book will give you and your sales team powerful ideas for creating emotional connections that will drive exponential sales growth. Regardless of your selling style, *Questions that Sell* will improve your performance through better and more effective questions in order to achieve greater sales success." — Jon Webb, National Accounts Director, IPS PAUL CHERRY is President and CEO of Performance Based Results ([www.pbresults.com](http://www.pbresults.com)), an international sales and leadership training organization, and the author of *Questions That Get Results*. He's worked with more than 1,200 clients in every major industry and has been featured in hundreds of publications including *Kiplinger's*, *Investor's Business Daily*, and *Inc.* magazine. About the Author PAUL CHERRY is founder and president of Performance Based Results, an international sales training organization. An in-demand speaker and sales expert, he has been featured in *Investor's Business Daily*, *Selling Power, Inc.*, *Kiplinger's*, and other leading publications.