

# THE SALES SPOTLIGHT



Welcome to The Sales Spotlight,  
The newsletter for Focusing On Results.

Why the sales spotlight? Throughout my career, I have learned that rule #1 for sales success is *Focus on the Customer*; keep the spotlight on them throughout the selling process. That means asking high gain, quality questions to keep your Customer talking. The more they talk, the more you learn about their true business needs, the better solution you can offer.



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CERTIFIED PROFESSIONAL COACH

## ASK QUALITY QUESTIONS TO ADVANCE THE SALES PROCESS

Every Customer has one question -- What's In It For Me (WIIFM)? Uncover their WIIFM by asking Quality Questions. The answers help the Customer focus on results they are pursuing rather than on reasons they can't achieve.

Characteristics of Quality Questions include:

- Open ended; they can't be answered yes or no.
  - Start with What, Where, When, How to draw attention to results, not reasons.
  - Sometimes start with Why. Why tends to focus on reasons, not results.
- Multi-leveled; the answers help move the conversation from general to specific. The most important multi-level question is "What Else?". "What Else" helps the Customer stop and think about real issues, not just top of mind issues.
  - 1st Level: What is working well for you now? *What else is working?*
  - 2nd Level: What do you need that you aren't getting now? *What else do you need?*
  - 3rd Level: How would your results change if you got what you say you aren't getting?
  - 4th Level: What two or three things could we do to help you get the results you want?  
*What else could we do to help get those results?*

Have Questions?

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# WHAT I FOUND ON THE SIDE OF THE ROAD ... TRANSFERRING ENDURANCE TRAINING LESSONS TO SALES SUCCESS

I've been running marathons since the mid-2000's and learned many lessons that impacted my sales performance. Here's three for you to think about.

**1) Accept Today's Reality.** Step 1 to performance improvement is accepting the reality of my current fitness level. In sales, I accept the reality of the market. It doesn't matter what it was like before or what I hope it'll be like in the future. Prospects are still buying today, but your approach may need to be different.

**2) Consistency is Key.** Some days it's hard to meet specific training objectives, and doing anything consistently is better than doing nothing. In sales, consistently talk to prospects and clients rather than fret about a single missed opportunity. Sustainable customer relationships reign supreme as you strive for your goal.

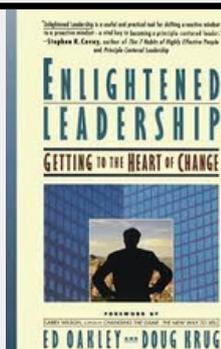
**3) What Were the "Small Things" Are Now the "Big Things", They are Not Optional.** The annoying "small things" like recovery time, stretching, and strength training used to be distractions from "real training". Today, if I want to perform at my best on race day, they are not optional. "Small things" like planning, homework, asking quality questions, listening, and networking are not optional if you want to crush your sales goals.

In today's marketplace, achieving a big-time goal like exceeding your sales target can be as challenging as running a marathon. Just remember that as long as you keep moving toward the finish line, it will surrender.



## Services Offered

- Professional Coaching
- Sales Strategy Consulting
- Team Training
- Webinars
- Review Documents for Customer Focus
- Business Proposal Review



Learn more about  
multi-leveled  
questions and the  
importance of  
focusing on results!

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