

# The Sales Structure



## **Information gather**

This allows you to find out as much as possible about the client or candidate. All information gathers are open questions starting with who, what, where, when, why, how.

## **Establish needs**

If we know what the customer is looking to buy/is interested in then we can sell more effectively.

## **Confirm needs**

Confirms the information, prevents mistakes, shows we have been listening.

## **Business decision**

Always make a Business Decision – can we work with them? Can we make revenue?

## **Match needs**

This is an internal process, gets you ready to sell. What will they be interested to hear about? How does my service match their needs/ pain points?

## **Sell Benefits**

What are the sells/benefits of the business/ your team? Look at promotional material if you are not sure.

## **Anything else?**

Always ask this question – why is this a useful thing to ask?  
Why is it better to ask this near the end of a conversation?

## **Close**

A close must always be an action, and it must be ours. i.e. I will call you on \_ at \_ time and you can then give me details of x.