

The Probing Process Made Simple

Positive Openings:

- Warm Greeting
- Customer Acknowledgment
- Reason for Calling/Appointment/Stopping By

Broad Probes:

- Open ended, conversation based
- Get the customer talking
- Consultative Overview Questions

The Gap:

- Customer needs, problems, concerns... need to identify one
- Selling features – focused on what was said, and tie in how you can lower their Total Cost of Ownership (quality, durability and performance of product, the quality and quantity of services you, your company and Enviro-Solutions provides, delivery promises, etc.) and give them a Green, Clean, Safe and Sustainable Solution

Finalize Probes:

- Take Customer to Next Step
- Prepare to Sell
- Check for Understanding

Before Closing off the Funnel Make Sure You Know:

1. The gap
2. The criteria to make the decision
3. What Success Will Look Like

Do Not Forget To L>E>A>P>

- Listen
- Empathize
- Ask
- Produce

Remember You Make The Difference