

# Selling Mr. 4C

A Communispond Mini Case

***The guy in seat 4C  
discloses a business  
problem you feel your  
firm can solve.***

***What's a smart sales  
response?***

*(Circle single most appropriate answer)*

- A. Find out what industry he's in so you can share a success story in his field.
- B. Subtly introduce a few key benefits of your offerings—avoid a “features dump.”
- C. Politely ask for his business card; defer any sales activity to the appropriate territory rep.
- D. Find out more about the problem and its root causes.



COMMUNISPOND™

*(Break seal and open  
to reveal Communispond solution)*

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# Selling Mr. 4C

Communispond Mini Case Solution

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**D. Find out more about the problem and  
its root causes.**

## Rationale:

- ▶ Successful selling is based on inviting prospective customers to reveal what is important to them.
- ▶ It is unlikely that any solution will be entertained until the problem is understood right down to its root cause.
- ▶ It can also help to explore the sense of urgency and personal feelings that the potential customer attaches to the problem.
- ▶ Once you've demonstrated empathy for your prospect's difficulties, he will welcome your invitation to refer him to one of your salespeople. What's more, your salesperson won't have to make a cold call.

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Want to know more? Please complete and return the enclosed postage-paid reply card and we'll send you an executive summary from *"Talk Your Way to the Top"* by our founder and thought leader Kevin Daley. No charge or obligation, of course.

## About Communispond

Communispond is the resource of choice when there's a lot riding on how well you communicate in public.

Once limited to a leadership elite (we have personally served 62 board chairmen, 362 company presidents and 3100 sales executives) you may now tap Communispond for any population that must hold their own in high stakes communications situations, including:

- Sales forces battling to beat quota and increase market share
- Marketing departments launching new products and services
- Technical teams managing mission-critical projects
- Leaders instigating change

Not a "finishing school" for employees who didn't pay attention in grammar school, Communispond is applied learning that's less about talk, and more about action. We help your people express themselves in ways that inspire others to buy in and pitch in.

Today, after 30 years of research and field trials, Communispond offers a comprehensive suite of skills to help your key people excel in virtually every situation. Our clients include 312 of the Fortune 500 and Communispond "graduates" number more than 375,000 individuals representing hundreds of industry leaders all over the globe.