Competencies that are addressed:

PRIMARY COMPETENCY CATEGORY:

- **Customer Acquisition—** Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

RELATED COMPETENCY CATEGORIES:

- **Interpersonal Skills—** Displays a consistent ability to build solid relationships of trust and respect inside and outside the organization.

- **Communication—** Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation.

- **Customer Experience—** Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

Interest

SUMMARY

Generating interest uses questions to help the buyer and seller clearly identify needs and see ways to solve problems or create opportunities. You do this by applying a four step questioning model, uncovering buyer interest areas, identifying buying perspectives, and creating capability statements customized to each buyer.

CONTEXT

Information gathering forms the heart of the solutions you present. What you learn in this stage determines what solutions you present, how you present them, and, ultimately, how you create value for buyers. The Dale Carnegie® Sales Process teaches that you must gather information before you talk about your solutions. A common mistake is selling before thoroughly exploring buyers' wants, needs, and motives.

At the completion of this module, participants will be able to:

- Practice methods to uncover and appeal to different buyer interests

- Create power questions to get the information needed from buyers

- Widen the buyer expectation gap to create interest

"Well, we have been together for five minutes and I can already tell that you know nothing about me, my company, my products, my issues, or my market. What was it you were trying to sell me again?"
—Anonymous Buyer