

**FURTHER LEARNING AIDS FOR SUPER SELLING AND  
CUSTOMER MARKETING SKILLS ONLINE COURSE**

# module three

**HOW TO PROVE YOUR VALUE AND GET  
PAID THE PRICE YOU WANT**



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## LESSON 1: HOW TO USE QUESTIONS TO PROVE VALUE

### QUESTION BANK

*Remember, TRUE selling is asking questions not talking*

Identifying client needs requires asking questions. Always think about what outcome you want from asking these questions.

**EXAMPLE;** Mr. Prospect, what exactly are you trying to achieve today?

**OUTCOME:** This gets a prospect to speak about themselves and their pain points.

Alright, let's do this!

ACTIVITY	ACTION PLAN
QUESTION	Mr. Prospect, the last time you made a similar purchase, how did you go about making your decision?
OUTCOME	This lets us know who the decision makers are in the person's life or organization.
QUESTION	
OUTCOME	
QUESTION	
OUTCOME	

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## LESSON 2: STOP SELLING WITH WORDS, START USING EMOTIONS AND BODY LANGUAGE



IN COMMUNICATION; 55% BODY LANGUAGE  
38% TONE  
7% WORDS

### *Outline The Features And Benefits Of Your Products*

PRODUCT	FEATURES	BENEFITS

After writing down the product features and benefits, tick specific features/benefits that you like most about the product. Use these features/benefits going forward to strengthen your conviction about the product.

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## LESSON 3: FINDING THE RIGHT VOICE TONE THAT MAGNIFIES VALUE



*Using the unique features written above, identify features that you would need to EMPHASIZE and, DE-EMPHASIZE when speaking with a prospect.*

FEATURES / KEYWORDS	EMPHASIZE	DE-EMPHASIZE
e.g. Our kitchens are <b>fully fitted</b> with the <b>latest</b> German brands	<b>Fully fitted</b> <b>Latest</b>	

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