



SUPER SELLING AND CUSTOMER MARKETING SKILLS



ULTRAVANTAGE
Sales. Culture. Transformation.

MODULE THREE ASSESSMENT GUIDE

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

Q1. Mr. A, my name is XYZ and I help people like you increase their income without going through stress and I have done such for Mr. B and Mr. C. From my discussion with them, they spoke about ABC challenges they had. Are you experiencing such?



This type of question leads Mr. A to?

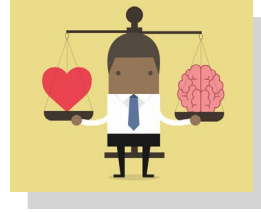
Handwriting practice lines consisting of 12 horizontal lines. A large, faint yellow circular graphic is centered behind the lines. The text 'ULTRAVANTAGE' is printed in a light grey font across the middle of the lines, with 'Sales. Culture. Transformation' in a smaller, reddish-brown font below it.

LESSON 2:

STOP SELLING WITH WORDS, START USING EMOTIONS & BODY LANGUAGE

Q2. 55% Body Language
38% Tone of voice
7% words

When you are faced with a prospect,
what should you focus on and why?



LESSON 3:

FINDING THE RIGHT VOICE TONE THAT MAGNIFIES VALUE

Q3. When mentioning your price to
a prospect, it is important to use the
right tone of voice. True or False?