



SUPER SELLING AND CUSTOMER MARKETING SKILLS



ULTRAVANTAGE
Sales. Culture. Transformation.

MODULE SIX ASSESSMENT GUIDE

module six

THE SCIENCE & HOW OF COMMUNICATING VALUE

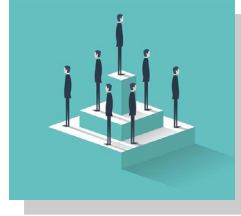


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LESSON 1:

HOW TO FIND THE PROSPECT'S NEEDS

Q1. Firstly, having the right mental disposition is the best way to listen to a prospect? True or False?



LESSON 2:

VALUE-BASED SELLING VS PRICE-BASED SELLING

Q2. Price-based selling is the weakest form of selling because there would always be a cheaper price. What are the secondary features of using your product (features that make them unique from other products)?



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