

# 'TRAINERS TEST BED' - SATURDAY APRIL 9<sup>TH</sup> 2005

## STAGE ONE:

Members attending the meeting on Saturday April 9<sup>th</sup> were asked to share typical objections they experienced when dealing with their clients:

### Sales Objections

- ✚ Price
- ✚ Time away from work
- ✚ Budget
- ✚ On-costs (development/meetings/etc.)
- ✚ Lead time
- ✚ Have existing supplier
- ✚ Want what they are asking for and not what they need
- ✚ Consultant has no experience of the clients industry
- ✚ Size of group to be trained
- ✚ Size of our organisation
- ✚ Style of delivery
- ✚ Contracts
- ✚ Shopping around
- ✚ Silence

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## STAGE TWO:

Delegates were then taken through the following three-stage Objection Handling process:

1. Listen to the objection
2. Isolate the objection - check that it is the only concern your buyer has
3. Question it - ask it back

And as a result, the following questions were developed:

### 'Big' Exploring Questions

- ✚ What do you want them to do differently at the end of the training?
- ✚ What are they doing now that you don't want them to be doing?
- ✚ What are they not doing that you want them to be doing?
- ✚ When all the training has finished, how will you know whether its been successful?
- ✚ What previous training have these people had, related to this topic?
- ✚ What prompted you to ask for this meeting?
- ✚ What have your previous/current suppliers done/not done that has lead you to shop around?
- ✚ What's the likely attitude to the training your planning?
- ✚ How many other trainers/consultants are you speaking to?
- ✚ What do I need to do differently to the providers that you have seen so far to secure this business?
- ✚ What do I need to do to get the business?
- ✚ What's happening now?
- ✚ Who's involved in the decision making process

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## STAGE THREE

We then took two of the above 'Big' questions and developed some additional 'Drilling Down Questions' to try and get to any deleted information being held by the buyer

### 'Big' Question

When all the training has finished, how will you know whether its been successful?

#### 'Drilling Down Questions'

- How do you measure now?
- What do you see them/hear them doing differently?
- How do you want them to feel?
- Why is that important?
- What are your criteria for success?
- What does success within your organisation look/sound like?
- How will it be measured in the future?

### 'Big' Question

What do you want to see/hear them do differently at the end of the training?

#### 'Drilling Down Questions'

- How do you currently measure performance?
- Give me some specific examples
- How would you observe that?
- How do you currently reward performance?
- What's the incentive/motivation to do this?
- What will success look like to you (in their world)?
- What feedback have you had from your customers that links to this need?

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## STAGE FOUR

After the session, I received feedback from my highly respected and totally objective colleagues. Remembering this was what the session was intended to achieve, I have summarised their comments (those that I could print of course) below:

### Rick's Feedback

#### Positive Aspects

- ✚ Learner Centred approach – introducing topic and allowing us to fill the gaps
- ✚ Drilling down questions
- ✚ Moving the people/groups around

#### Areas for Development

- ✚ Action planning session at the end with manager loop to ensure the client see that they are getting what they asked for and are paying for
- ✚ More time on the delete/distort session – terminology could reduce learning, put them on a separate sheet
- ✚ Do a mind map expansion for each one, with examples from the group
- ✚ Get a new tailor