

# High Yield Questioning



Show Your People How to Use a Four Phase Questioning Technique to Discover the Information That Develops Relationships, Customer Loyalty and Profitable Business.

## Interactive Bite Size Coaching Pack with Simulation

### Description

High performing sales people ask High Yield Questions. This is a critical skill for major and key account managers – but it is skill that will improve the performance, relationships and confidence of all sales people.

'High Yield Questions' shows participants how to use four phases of questioning to:

- Develop a deep understanding of a customer's business
- Uncover customer anxieties
- Identify and confirm customer needs
- Win more business.

Packed with team and personal exercises, participants role play these skills ready to use them in their own personal roles.

### Simulation Content

In **High Yield Questioning**, participants have a great opportunity to win a major contract with an existing customer. However this is a competitive position and the proposal will have to be right!

In a meeting with the decision makers, participants have to decide on which areas they will ask questions; then establish the facts, anxieties and potential impact, in several situations, to identify:

- Customer's needs
- Key buying factors for each decision maker.

The simulation measures participants' results and questioning skills, combined with detailed feedback on each decision. Get the right information and they are on the way to a major contract!

### What You Will Receive

The easy to use '**High Yield Questioning**' Bite Size Coaching Pack comes complete with professionally prepared materials that include:

- Motivating the Team business simulation
- PowerPoint slides
- Coaching guide
- Coach's notebook
- Participant notebook
- CD containing the simulation, PowerPoint slides and PDF files of all materials **which you can print from the disc as often as you wish.**

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## How the Programme Works

This powerful and effective **Bite Size Coaching Pack** is designed to last between **90 – 120 minutes** and to be delivered in three stages:

| Stage   | Activity  | Outcomes  |
|---|---|---|
| <b>Coaching</b><br><b>Time: 45-60 Minutes</b> | <p>The coach takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises.</p> <p>PowerPoint slides, detailed coaching guide and notebook are provided for the coach. Participants have a detailed notebook to use and retain.</p>   | <p>The content drives new skills, knowledge and behaviours which are practised in the simulation.</p> <p>Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.</p>   |
| <b>Simulation</b><br><b>Time: 30 minutes</b>  | <p>Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process.</p> <p>We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.</p> | <p>People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences.</p> <p>This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.</p> |
| <b>Feedback</b><br><b>Time: 30 minutes</b>    | <p>Participants review the feedback provided by the simulation and then regroup with the coach. The coach will discuss each decision, comparing the decisions taken by each group – or individual – and will clarify which choices are correct and the learning that sits behind them.</p>  | <p>Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.</p>  |

**Group Size** - this will vary based on how comfortable the coach is with large groups. As a minimum, we would suggest 6 and a maximum of 20 participants.

**Individual Coaching** – the programme works very effectively as a one-on-one event when there is a need to address a specific skill area with one individual.

### Equipment You Will Need

To run this simulation event, you will need:

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful but not essential.