



# Quit Interrogating and Start Collaborating

Most basic sales training focuses inward on sales rep behavior and not customer need. Reps are trained to make sure they get answers to a few specific questions.

Sound familiar? Reps focus on "checking-off" their list of questions instead of listening and really understanding the issue that their client is attempting to solve. This "interview" process wastes time and prevents a real conversation about how to meet the customer's need.

While those basic selling skills are critical to the sales rep development, they mark the beginning of the training journey - not the end.

Knowledge-Advantage evolves basic selling skill programs by transforming standard "questioning" techniques to "collaborative dialogues." And in time, internally focused, static planning processes are replaced by externally-focused, jointly owned customer plans.

And here's the big secret. Making your customer's needs a top priority is not at odds with your personal goals. In fact, when that alignment occurs, both suppliers and customers benefit.



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