

THE IN-HOUSE TRAINING COMPANY

‘Stacking the pain’

Overview

Why do so many prospects choose to stay as they are rather than buy from us? It's because staying where they are is too comfortable. With this tried-and-tested formula for making the status quo appear increasingly uncomfortable you can blast one of the biggest obstacles to sales success – the comfort of inertia.

During **Alun**'s one-hour session you will have the opportunity to:

- Learn some great ‘pain-stacking’ questions that make your offer more and more compelling
- Develop some deep listening skills to identify and amplify pain points
- Learn how to position your offer as the ultimate in ‘pain relief’

Feedback

- *‘Very practical, relevant to our company, lots of actionable points’*
- *‘Good insight on ways to ‘find the pain’ and light the fire under the pain’*

Any questions?

Please just give us a call on **01582 463463** – we’re here to help!

Or visit www.theinhousetrainingcompany.com