



etips

'Lead the Pack' Sales Training

Interview the Jury

Using a consultative sales process is like being able to interview the jury to get a conviction. An attorney cannot interview the jury by asking, "What is it going to take to get a conviction? Do you need DNA? Do you need a witness? What kind of evidence do you need or will you need to reach a decision?" Questioning the jury could be considered jury tampering in our legal system. However, it is legal for salespeople to interview the jury, the buyer. Since you cannot ask an unlimited number of questions, it is best to plan and use a methodology to get the information you need. What qualifying questions do you need to gain evidence of need, willingness, and ability to pay, and ability to give you a decision?

"You should examine yourself daily. If you find faults, you should correct them. When you find none, you should try even harder." – Wang Xizhi

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