

SalesGym Worksheet

Sales Messaging: Using Competitive Advantages and Open-Ended Questions More Effectively

Identify 3-6 key competitive advantages (we call these Headlines) that really sets your company apart from your competitors:

1		4	
2		5	
3		6	

Imagine a prospect you are working with in your next conversation asks you: **“At the end of the day, what makes your company better than your competitors?”**

Choose just 1 of your Headlines listed above to highlight in your response to that question. Use the C-H-E-T framework to structure your response:

C	(Write a Cushion Statement in response to this question. Remember to be appreciative of the question and short and concise)
H	(Write a Headline that can help you phrase the details of your answer in terms of what you're hearing from other clients)
E	(Explain your “headlines” in this section of your answer. Weave in client-oriented phrasing throughout)
T	(What will be the open-ended Transition Question you will use to get back control of the sales conversation and keep your client/prospect talking so you can learn even more?)