

SalesGym Preparation Worksheet

CHET: Responding to questions in a more engaging and effective way

Imagine you're speaking with a decision maker you know reasonably well that's showing some interest in the conversation and interrupts you and asks: **“What is NFTE doing that's better or different than what we're doing now?”**

Using headlines from the practice guide, build engaging, conversational responses using the CHET framework. Remember, the open-ended question must be relevant to the headline.

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 summarizes a core differentiating factor that would help overview your explanation and pique some interest to hear more in the explanation)
E	(Explain your “headline” in this section of your answer. Weave in customer-oriented phrasing throughout)
T	(What will be the open-ended Transition Question you will use that connects to your headline and encourages the decision maker to share issues or problems you can help him/her with?)