

SalesGym Worksheet

Topic #1: Responding Better to Questions (CPET)

Question: What makes you different from other digital marketing firms?

C

(Write a **Cushion Statement** in response to this question. Remember to be appreciative of the question and short and concise)

P

(Write a **Prompter Statement** that can help you phrase the details of your answer in terms of what you're hearing from other clients)

E

(Determine some "headlines" you want to mention as the **Explain** section to your answer. Weave client-oriented phrasing in throughout)

T

(What will be the open-ended **Transition Question** you will use to get control back of the sales conversation and keep your client/prospect talking?)