

Worksheet: CPET

CPET Development Practice Guide

Overview

The Compete Selling CPET technique is extremely important because it enables you to quickly start getting better at a variety of skills that are critical to Compete Selling. Here's why:

- You'll learn how to use short headlines to highlight your value proposition, competitive advantages and differentiating factors
- It's a great way to learn and get into the habit of using customer-oriented phrasing, which is a vitally important component of Compete Selling.
- It's the right way to respond to questions and concerns in a more relaxed, balanced and less blunt/confrontational way. Selling is about building rapport and this technique is a natural fit.
- It forces us to be more clear, concise and process-driven
- It's great practice to learn how to be conversational and process driven simultaneously
- It gets us into the habit of using questions after we give short and potent sales messaging
- When we learn the CPET process, it's a valuable tool for setting up more assertive questions in the discovery step.

Step-by-step, how to develop this new skill

1. You have to figure out your value proposition, competitive advantages and differentiating factors HEADLINES first. These are short, 5-10 word headlines that capture the essence of what makes you, your company and your products/service different and why it matters.
2. Determine 3-5 questions that are likely to be on the mind of prospects and customers you meet with. These might be objections that come up. Look at the list on page 3 of this guide as a starting point.
3. Take each question one at a time. Use one worksheet (pages 4-5) per question.
4. Be creative with your cushions and don't use the same one over and over. Keep them short and conversational.
5. Use customer-oriented phrasing immediately after the cushion and try to weave it through the explain the details step.
6. Use your value proposition HEADLINES in the explain the details step frame your answer with.
7. The transition question at the end is the most important part. It must be highly relevant to your answer. It must flow from the explain the details step in a natural and conversational way.
8. After you make some notes on the practice worksheet in all four areas, practice. The more you practice the better you'll get.

Sample Cushions

Remember, cushions need to be conversational and non formulaic. Here are a few examples:

- *That's an interesting question that's on the mind of a lot of customers we work with ...*
- *I really appreciate you asking me that and it shows me you're focused on the right things*
- *That's a question I've been getting a lot recently and I appreciate you asking it ...*
- *I'm really glad you asked that because it's a critical concern that we should talk about ...*

Prompter Phrases & Customer-Oriented Phrasing Examples

- *What our customers like about our approach is ...*
- *What we hear from customers all the time with respect to your question is ...*
- *I was speaking to a customer the other day that told me something that relates directly to your question. What she said was ...*
- *If you were to call some of our customers and ask them that very same question, here's what they would tell you ...*

The 3-5 Questions I need to be able to answer:

- 1.
- 2.
- 3.
- 4.
- 5.

Consider These Questions To Get You Started:

- *Who are you, what do you do and why does it matter?*
- *What makes your products and services better than your competitors?*
- *Why should I meet with you when I'm happy with my current supplier/provider?*
- *What can you give me that I'm not already getting?*
- *What is your company's value proposition in a nutshell?*

Practice Tips: CPET

Here are some helpful tips and common mistakes that can help you master CPET:

C	<p>1. Cushion:</p> <p>Try and vary the cushions you use or your responses will sound formulaic. For example:</p> <ul style="list-style-type: none"> • <i>I appreciate the question Julie...</i> • <i>That's a great question...</i> • <i>Thanks for the question...a lot of people ask us the same thing...</i> • <i>It's interesting because a lot of our customers are curious about the same thing...</i> • <i>That's a really interesting question...what we're finding is...</i>
P	<p>2. Prompter Phrase:</p> <p>Remember, prompter phrases are just short phrases that get you into communicating from your customer's perspective. The details come after the prompter phrase. As with cushions, you want to vary them so you sound natural and conversational. For example:</p> <ul style="list-style-type: none"> • <i>A customer I was speaking with the other day reminded me that...</i> • <i>Your question reminds me of a conversation I had with a customer who had a similar situation as yours...</i> • <i>One of the things our customers tell us about our...</i> • <i>What our clients really like about our new ...</i> • <i>Here's what our clients are telling us about our pricing and how it helps them...</i>
E	<p>3. Explain:</p> <ul style="list-style-type: none"> • When it comes to communicating the details for your answer, think carefully about your value proposition and differentiating factors. What are the most important elements that make your company unique and a real value for your customers? Your answers should continue to tap into that well of value. • It's important when communicating the details to make your points one at a time and not allow it all to just mash all together. A few good points, each with it's own space, will make a more memorable and impactful point.
T	<p>4. Transition Question:</p> <ul style="list-style-type: none"> • The transition question at the end is extremely important because it gives you control back of the selling interaction. It needs to be clear, open ended and conversational. It's a good idea to write out 5-10 good open ended questions word-for-word, so they're nice and concise, so you can refer to them when we practice. • The transition question at the end is often where Sales People blow it. It needs to fit naturally with your response and ideally ask a question related to the details you just communicated.

Sample CPET Questions to adapt to your selling situations

Here are a number of questions that often come up for Sales People that you can probably adapt to your business so we can practice them together. If you can answer all of these questions with an absolutely dynamite, compelling answer that is conversational, you will get much better results regardless of what sales process you use:

- What makes your product/service different or better than your competitors?
- What are the three most important elements of your value proposition?
- What would your customers say is the most important thing that distinguishes you from your competitors?
- Your price seems high compared to your competitors. Can you explain why?
- What is the reason you believe I should change from my current supplier given all the trouble and hassle it would take for me to do it?
- How can I be sure your company will deliver the level of service you're telling me you have?
- I've never heard of you before ... how can I know you will deliver what you say you're going to deliver?
- What evidence do you have to backup your statement that your product/services are better than your competitors?
- It seems to me you're new to this particular product/service, how can you assure me you've got the experience to get the job done?
- What is your company's most notable expertise?

CPET Process Planning Worksheet

Choose one of the 3-5 questions you wrote on page 2 and re-write here:

1. Cushion: Write a cushion statement in response to this question:

- Be appreciative of question
- Reduce friction and confrontation
- Short and direct



2. Prompter Statement: Write a prompter statement that can help you phrase the details of your answer in terms of what you're hearing from other customers:

- *Something I'm hearing from...*
- *In a recent conversation with...*
- *A customer recently told me...*



3. Explain: Determine some reminder bullet points (use headlines) to mention as the details to your answer. Weave customer-oriented phrasing in throughout.

- **USE HEADLINES!**
- Competitive Advantages
- Differentiating Factors?
- Your core value proposition?
- Your core strengths



4. Transition Question: What open ended question you will use to get control back of the sales conversation and get your customer/prospect talking?

- Open ended- what, how, why...
- Easy to respond to...conversational
- Relevant and tied into step four

