

SalesGym Worksheet

Topic #1: Responding Better to Questions (CPET)

Question: *“What is that makes Bloomberg’s service better and what really differentiates you from your competitors?”*

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 sales executives)

E

(Determine which “headline” you want to mention as the **Explain** section to your answer. Weave customer-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 prospective customer talking?)