



How To Stand Out From The Competition

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Sandler Training

Surface Problem



Security Breach



Pain Questions



Tell me more . . .



Pain Questions



- Tell me more . . .

How long has this been a problem?



Pain Questions



- Tell me more . . .
- How long has this been a problem?

How many of your people are working on this?



Pain Questions



- Tell me more . . .
- How long has this been a problem?
- How many of your people are working on this?

What are your customers saying?



Pain Questions



- Tell me more . . .
- How long has this been a problem?
- How many of your people are working on this?
- What are your customers saying?

Any of your customers leave?



Pain Questions



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How many?



Pain Questions



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- How many?

How much is that costing you?



Pain Questions



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- What are your customers saying?
- Any of your customers leave?
- How many?
- How much is that costing you?

What happens if nothing changes?

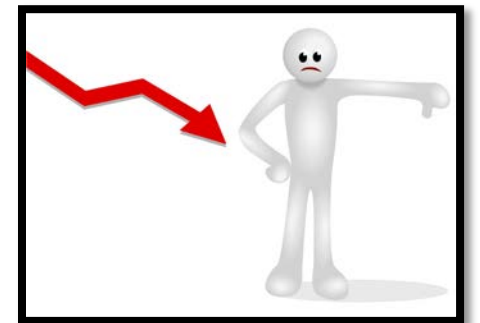


Pain Questions



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- How many?
- How much is that costing you?
- What happens if nothing changes?

Are you going to lay people off?



Pain Questions



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Has it affected your lifestyle yet?



Pain Questions



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- How many?
- How much is that costing you?
- What happens if nothing changes?
- Are you going to lay people off?
- Has it affected your lifestyle yet?

How do you feel about this?



Pain Questions



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- Any of your customers leave?
- How many?
- How much is that costing you?
- What happens if nothing changes?
- Are you going to lay people off?
- Has it affected your lifestyle yet?
- How do you feel about this?

Have you given up?

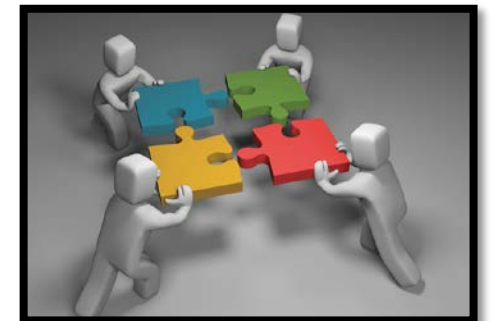


Pain Questions



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- What are your customers saying?
- Any of your customers leave?
- How many?
- How much is that costing you?
- What happens if nothing changes?
- Are you going to lay people off?
- Has it affected your lifestyle yet?
- How do you feel about this?
- Have you given up?

What shall we do?





THANK YOU

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