



# Power Questions to Win the Sale: Overcoming Nine Critical Sales Challenges

*Andrew Sobel*

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**Use the power of questions to accelerate your sales process and gain client commitment.**

Skillfully build rapport. Establish your credibility. Uncover a client's issues. Determine if your prospect is really ready to buy. Get commitment to a next step. *Power Questions to Win the Sale* provides specific strategies and techniques to help you successfully manage the most common challenges in sales. For each step in the sales process, it gives you a series of thoughtful questions that will help you rapidly turn a contact into a client.

Drawing on the author's bestselling *Power Questions*, this short e-book shows you how to:

- Sequence your agenda and use questions at the right moments in the sales process
- Establish yourself as an expert through credibility-building questions rather than slide presentations
- Draw out the client's agenda of essential priorities and goals
- Position your proposal to win by meeting eight key preconditions before you submit it
- Unblock a sale that is stalled

*Power Questions to Win the Sale* is a practical roadmap for balancing advocacy and inquiry during the sales process and winning new business more consistently and confidently.

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