

Examination

Your name:	
Organisation:	

1) What do the letters in the acronym PISTDC stand for?					
P	I	S	T	D	C

2) What are the 2 uses of PISTDC in sales?	
i)	
ii)	

3) What evidence do you need to know that a sale is making progress (even if it is slow)?

4) What are the 3 aspects of a call for which you must prepare <u>before</u> a sales meeting?			
Acronym			
Description			

5) When preparing to meet a prospect, what is the minimum information you need beforehand? (up to 10)				

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6) When preparing a sales meeting with each of the following, what are the ideal outcomes you would like? Give 3 examples.

A budget analyst

An IT Manager

A Financial Controller

7) What must you say after you have stated your preferred outcome?

8) How do you determine the outcome of a meeting containing a group of 3 or more people?

9) When preparing what will be discussed during the meeting list 10 items that you will need to cover.

10) Assuming that you have just met a new prospect, what 2 techniques can you use to gain their attention early in the meeting?

11) How do you know if you have gained a prospect's interest?

12) What do you do/say to a prospect if you have not got their interest?

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13) Once you have gained the prospect's interest, whose "world" must you then inhabit, and why?	
World	Why

14) What happens to the relationship if the survey is done well?

15) Give a list of 4 open questions.			

16) Give a list of 4 closed questions			

17) What are open questions used for?

18) If a prospect is talking too much on subjects that are not relevant to the meeting, give 2 techniques you can use to regain control of the meeting:	

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19) What does SPIID stand for?				
S	P	I	I	D

20) Give 2 benefits of using the SPIID questioning technique to a salesperson ?	

21) Give 5 examples of situation questions regarding your client's business.				

22) Give 5 examples of problems questions regarding your client's business.				

23) Give 5 examples of implied needs regarding your client's business.				

24) Give 5 examples of explicit needs regarding your client's business				

25) What is the difference in "thinking style" between a prospect describing a problem and describing the implication of that problem.	
Problem	Implication

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26) What is the danger in using the SPIID technique

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27) What does the acronym MANDACT stand for?

M	A	N	D	A	C	T

28) How are MANDACT and SPIID connected?

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29) What does the acronym CCAC stand for?

C	C	A	C

30) Give 2 benefits of cushioning?

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