FIND THE *Need* BEHIND THE ASK.

A fast quote can still answer the wrong question.



SELL LIKE YOU MEAN IT

01
FIND THE REAL NEED.

Ask what prompted the request, what the customer wants to change and what a good result would look like.

02
CONNECT THE VALUE.

Explain why the recommendation fits that need. Use a clear example or comparison to help the customer judge it.

03
AGREE ON THE NEXT STEP.

Decide what happens next, who owns it and when. Make the follow-up useful.

ASK. *Understand.* RECOMMEND.

LENGTH
30 to 90 minutes

AUDIENCE LEVEL
Sellers and the managers who lead them.

TELL US ABOUT YOUR EVENT.
Share your audience, date and what you want the session to accomplish. The team will follow up about fit, availability and next steps.

team@stefaniecouch.com
stefaniecouch.com

THE NEXT MOVE

TRY THIS IN YOUR NEXT SALES CONVERSATION: ASK WHAT THE CUSTOMER NEEDS TO SOLVE BEFORE YOU RECOMMEND WHAT TO BUY.

KEY AUDIENCE TAKEAWAYS

- Find what prompted the customer to ask.
- Explain why your recommendation fits.
- Agree on a next step both sides understand.

BEST FIT

Sales meetings and kickoffs, account teams, sales managers, dealers, distributors, manufacturers and owner-led businesses.





"Her ability to connect, inspire confidence, and provide practical advice is truly exceptional."

LISA HENDERSON, MBA

CUSTOMER-CENTRIC SALES STRATEGIST, VERIZON

Verizon WAVE 2023

HELP YOUR TEAM HEAR WHAT THE CUSTOMER IS *Really* ASKING.

Tell us where your sales conversations get stuck.

CHECK AVAILABILITY

stefaniecouch.com/book

EMAIL team@stefaniecouch.com

VIEW OFFER stefaniecouch.com/speaking/sales

WATCH THE SPEAKER REEL
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