FIND THE *Need* BEHIND THE ASK.

A customer's first request may be only part of the story. As a sales keynote speaker, Stefanie built Sell Like You Mean It to help sales teams ask better questions, hear what matters and connect the right recommendation to the real need.



SELL LIKE YOU MEAN IT

A customer asks for a quote. The request tells you what they want priced, but it may not tell you what they need to solve.

In Sell Like You Mean It, Stefanie Couch draws on her experience in sales and the building industry to help teams get beyond the first request. Sellers learn to ask what prompted it, check their assumptions and explain why a recommendation fits.

The session gives teams a shared way to understand the need, make the value clear and agree on a next step.

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

KEY AUDIENCE *Takeaways*

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.

Stefanie Couch is an entrepreneur, keynote speaker and founder of Grit Blueprint. She grew up in her family's lumberyards. Today she speaks to companies, associations, universities and leadership programs, and most often to the dealers, distributors and manufacturers that keep the building industry running. A building industry insider and futurist, Stefanie brings experience in sales, operations and growing businesses to brand strategy, marketing, media and AI. Companies and associations from Walgreens and Verizon to Do it Best and The ESOP Association have brought her in to speak.

LENGTH
30 to 90 minutes

AUDIENCE LEVEL
Sellers and the managers who lead them.

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