



**“EASE HIS PAIN”**  
**A Selling Method for Large Project Selling**

Training Seminar: Sales Staff  
Role Play  
Handout Materials

**Seminar Training Highlights:**

- **The Evolution of Selling**
- **The Old Model**
- **The New Model**
- **SPIN Selling Techniques**
  - **An acronym for different types of questions that can be asked during the sales process to find the buyer’s “pain” or “business need”**
- **Building Trust by Asking the Right Questions at the Right Time**
  - **Situation**
  - **Problem**
  - **Implication**
  - **Need-Payoff**
- **Listening and Learning Expansion Techniques**
  - **Techniques that get the buyer to expand upon details**
- **The Sales Presentation**
  - **Demonstrating that you have a solution to solve the buyer’s “pain” or “business need”**
  - **Anticipating objections**
- **Obtaining Commitment**
  - **Turning continuations into advances**
  - **Understanding what type of advance can make the call successful**
  - **Setting realistic closing objectives that move the sale forward**
- **The “Ease His Pain” Selling Sequence**
- **Ten Business Needs**
- **Mastering The Selling Sequence**
  - **Role playing (Buyer and Seller) using “pain probing” method**
- **Trial Closing Methods**