



SALES SCRIPT · FREE VAULT DOWNLOAD

# Role Play: Opening Questions



A JAMIE SONNEX CONSULTING RESOURCE

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## Role Play - opening questions

### Expanding Team -

- How many are currently in the team?
- When are you looking to expand the team?
- What is the time frame in adding new members?
- How much time is spent creating paperwork?
- What does a typical week look like for these employees?

### outside of office -

- How much time does your staff spend out of the office?
- How many meetings do they attend?
- When do they fill in their paperwork?
- How long does it take?
- How much is your employee worth to the business?
- How much does an employee cost the business?
- Do you supply them with Laptops or Desktops at the office?

### Manger -

- How is this task updated to the business?
- Who is directly in charge of this task?
- What else do they do in this role?
- How much is their day worth?
- Would we be able to have this person in this meeting or part of this project?

### Emergency -

- What is the process if you have a power out?
- Do you have another office to work from?
- What happens to the backlog of data?
- Are all your details on the main server in the office?
- How long would it take to do a full backup?
- What happens if you have a cyber attack?

How I turned a angry prospect

**situation, task, action, result**

**Didasko** is a large education company that operates in 6 parts of Australia who used CT before and had a bad experience 2 years ago with a BDM who promised the world and didn't deliver. The Office manager wasn't letting me through, so I connected with the MD and let him know that Virgin was running a new program exclusively with CT which could improve his trip, guaranteed cost reductions and look at a group business reward scheme. When I presented an option I involved the account manager in the meeting who would run the day to day, show live demos with ROI reports on everything that was missed before and committed them to an SLA of 3 rings and only dealing with the assigned account manager - they didn't need to know this was standard. This deal was listed as \$150k but it was really worth \$500k after they started to trust me.

solution into sale

**situation, task, action, result**

**Cardtronics** was a huge client that wasn't an easy sell, so I had to think out of the box. They gave me an IN because they were paying for terrible data coverage and roamings costs all on single plans with no clear transparency.

The first step was to get the billing analysed, this was the first commitment from the prospect. Next I had to have a meeting with the HR manager and the FD to present a group mobile data option with true ROI findings. They liked all that was presented a took mobile wifi devices to solve the on the road solution and started the process of a full transfer

Being a team player - Personal

**situation, task, action, result**

**Active Melbourne** was created because my friends wanted to do fun outdoor/indoor activities but nobody took control in creating fun days out. I created a Facebook page inviting everybody who showed interest and let them invite like minded people. The next step was to organise days outs, we went to a wake boarding park which also had a total wipe out event and climbing tower. I had to arrange all tickets, connections from the city and money collections. This allowed me to enjoy great memorable days out and meet new people.

Being a team player - Business

**situation, task, action, result**

**Sony** wanted EE to sell more products to our prospects, so I became the champion for the team. I had to show Sony that we were actively talking and selling into new prospects, this is when I was able to provide the team with test devices when needed and on occasion have our rep go on meetings. This gave our team the edge sometimes in winning deals.

Above and Beyond - Business

**situation, task, action, result**

450 base of customers - inlife -

How many haven't got mobiles, landline, fixed line, VPN, WAN, Security -

Where is my low hanging fruit?

How many inlife accounts near CED?

How many accounts have we lost 2 years ago that they want me to win back?

How many Accounts are under \$10k revenue which aren't fully managed?

What products are missing that might increase this revenue?

Post Covid I'd like to work a few days up in Sohull team building making relationships with account managers with the inlife accounts teams, understanding what's going on maybe thinking a little out of the box and helping to put out fires to building trust

jessica - account manager - relationship

critical,

2 opportunities

114m cyber attacks on the olympic but they battered all them

Drone defence

The opportunity in the CPS Mid Markets Acquisition team is selling EE's and BT products and services within a pre-defined postal district, along with a specific target customer base that is managed by our Account Management team.

The patch has approx. 450 companies allocated to the 101-350 employees market which will be the focus of your time along with selected accounts are proactively Account Managed where you can only sell mobile products.

You will be expected to hit full target by the end of month three (90 days). Although various team conference calls occur throughout the week you will only be expected to attend one full team meeting per month and one weekly telephone calling day. Outside of training courses and miscellaneous duties, the remainder of the time is yours to sell.

Our KPI sales charter is 5 agenda led meetings a week, weekly pipeline generation of 4 x target and 2 self-generated opportunities a week

Target will be £372,500 SOV GM p.a (£31,041 per month)

The average order size is 57 connections and £32,000 SOV GM for mobile and £15,000 SOV GM for BT Net and IP telephony

To constantly be striving to be the best version of myself:

Career - Being seen as a valued member and someone to come to for assistance  
The last time I was with EE I achieved my yearly target twice and was on track for a third.

We had a great team dynamic where we collaborated experiences, advised each other and were seen by the business as top performers. I was achieving great results at Corporate Traveller and was viewed as a great member of the team however I moved to [REDACTED] Consulting to advance myself in how to look at sales differently, how to understand how to sell differently and make a difference to other people's lives.

Learning - To never stop learning new techniques or future plans

My time at EE taught me how to sell complex solutions to a variety of high level management, when my techniques didn't work, my manager would assist me in thinking outside the box or going back to basics. These lessons then allowed me to adopt my own way of selling and advice giving. I find myself taking on afterwork projects or listen to get leaders of our time to better my skill set as this world moves at a 100 mph

Relationships - Having meaningful connections with people and building genuine trust

This is a delicate process of understanding the type of person you are talking with, where do they fit on a DISC (Dominance, Influence, Steadiness, Compliance) - what is going on in their lives right now, do they require some to listen or problem solve. Having the emotional intelligence to come at a situation with empathy when required. I believe over the years my confidence has increased since the last time i was with EE

Wellbeing - Keeping myself in good shape through exercise and healthy living.

Legacy - To be proud of what I am, going to be and going to leave

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