

Book Review Courtesy of Halton Hills Library

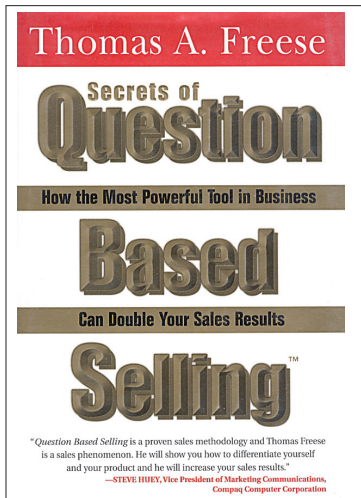
“Secrets of Question Based Selling”

Thomas Freese Sourcebooks 2000
 ISBN 1-57071-658-7
<http://www.qbsresearch.com/>

Is “Secrets of Question Based Selling” by Thomas Freese just another book on selling? No, and most reviewers agree it is much more and a must read for anyone serious about improving business and selling. It’s not just about asking questions, but rather it’s about the right questions at the right time. These questions must be designed to learn your customer’s needs and simultaneously establish credibility. Freese defines QBS as a, “commonsense approach to sales based on the theory that what a salesperson asks...and how they ask, is more important than what they say they will ever say.”

Admittedly I’m not a sales person, but I still found myself thinking at various points in the book that ‘this makes a lot of sense’. Perhaps this is because we’ve all been on the receiving side of so many sales approaches that did little but turn us off. The author claims QBS is a common sense approach and it is easy to immediately recognize the truth and simplicity of his methods which are the result of over 15 years of the author’s experimenting and experience.

Freese begins with the concept of mismatching. Mismatching is an instinctive and behavioural reflex that causes a common response that disagrees. Consider how many times in a day you hear such responses. Someone could naturally respond to, “It’s cold today eh?” with, “not really, yesterday was much worse.” Freese suggests using this tendency to reverse the negative in your favour. For example, use phrases such as “Did I catch you at a bad time?” or “Is next week too soon?”. Often the response will automatically be in your favour even though the question has a negative tone. Freese is careful to insist that this is not a manipulation strategy and cannot be used as a cheap shortcut. Rather, if you understand this behavioural tendency, then you can use it to your advantage.



I won’t claim this book is a fast or light read; however, the material is logically organized and provides good examples. Over 150 secrets are highlighted and numbered throughout the book. These are useful tips even if you only take the time to scan through the chapters. If you invest more time, Freese will take you deeper and show you, in detail, how to apply his proven methods to everyday ‘selling’ situations in any business or even your personal life.

Although I’m not a sales person, I realize many of these concepts apply to aspects of my life both at work and in general. I agree with Freese that we all ‘sell’ from time to time. More importantly, any business and obviously anyone involved in regular selling will find tremendous potential in this book to improve business and increase sales, if applied diligently. I saw plenty of potential in these ‘commonsense’ methods, and I suspect you will see even more if you depend on selling to grow your business or make your living.

Contributed by Beverley King,
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Hiring for Your Small Firm? Before you talk benefits, read this!

When you’ve found the right person to fill an opening in your small company, it’s time to make a salary offer and talk about benefits. But, if your payroll is just a handful of people, be careful what you promise. Are you going out on a limb telling the new hire you’ll provide health care?

In the smallest companies, say fewer than 5 people, some insurance programs reserve the right to refuse your new employee, depending on medical history. If you make a job offer that includes health coverage, and the employee is declined, does that leave your company liable for future medical expenses?

While you don’t have to be a benefits expert to manage your group plan successfully, it makes sense to have a current understanding of how key parts of the program work, including the enrollment of new hires. Under the Chamber’s plan:

- Smaller firms with three or four people can choose specific options that guarantee coverage to all employees.
- One and two person firms need medical approval of the individual(s) before coverage can start, but those details are most commonly covered when the group decides to start a benefit program.

Whatever your situation, be aware of the rules for adding a new employee to your benefit plan – and look for a benefit program that provides a high level of guarantees, like the Chamber’s plan. That will help you avoid any bumps in the road to bringing a new person on board in your small company.

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