



# FreeState Gun Range

**Sales Training**  
**10/25/23**

Presented by Chris McDonell



# What is the difference between \_\_\_\_\_ and \_\_\_\_\_?

Reverse – There's probably a reason that you asked?

Menu Question – Typically when someone asks that question it is for one of several reasons....

3<sup>rd</sup> Party Story – Recently a lot of our customers have been asking about the \_\_\_\_\_. Is that the case here?

Closed ended – What experience do you have with \_\_\_\_\_?

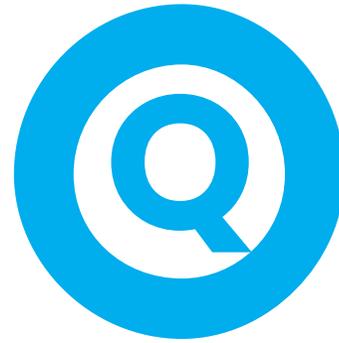
Open ended – Happy to discuss that. In order for me to provide that answer, I would need to know more about \_\_\_\_\_. Can you share with me...



# Pain

Uncovering  
Reasons  
For Doing Business





# Always Be Qualifying!





# Sandler Rules:

People buy emotionally;  
they only make  
decisions intellectually.

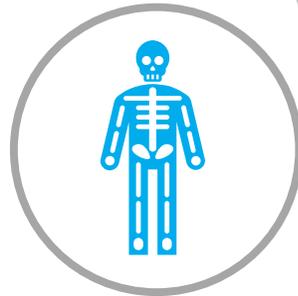
No pain, no sale.

# Four Buying Emotions

**Pain in the Present**



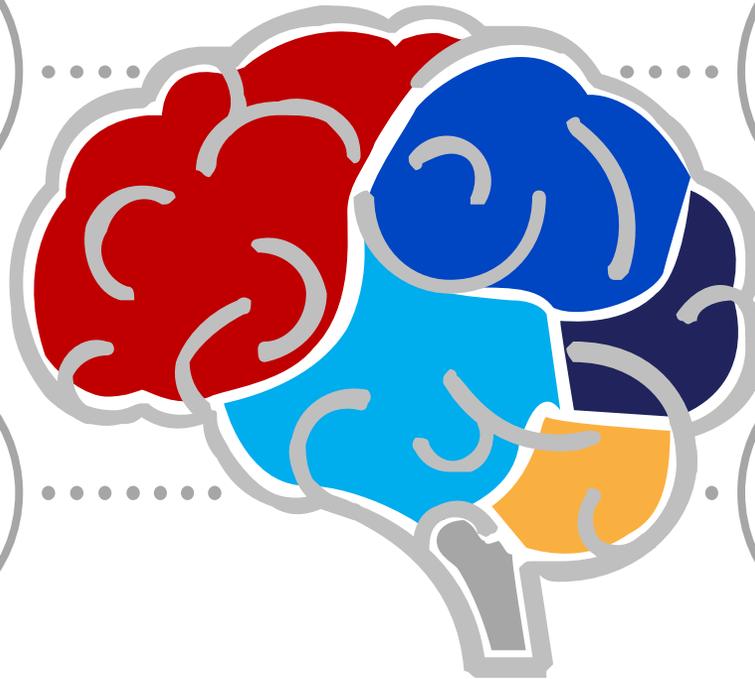
**Pain in the Future**  
AKA "Fear"



**Gain in the Present**

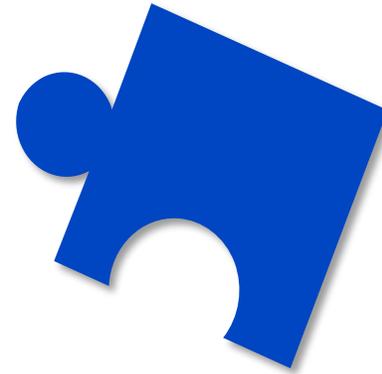
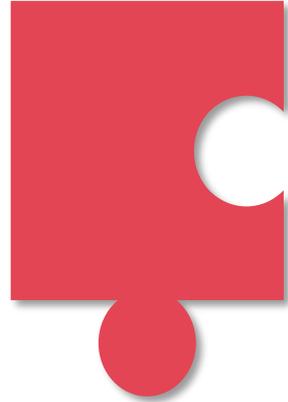


**Gain in the Future**



# The Pain Puzzle

**Observable  
Surface-  
Level  
Problem**



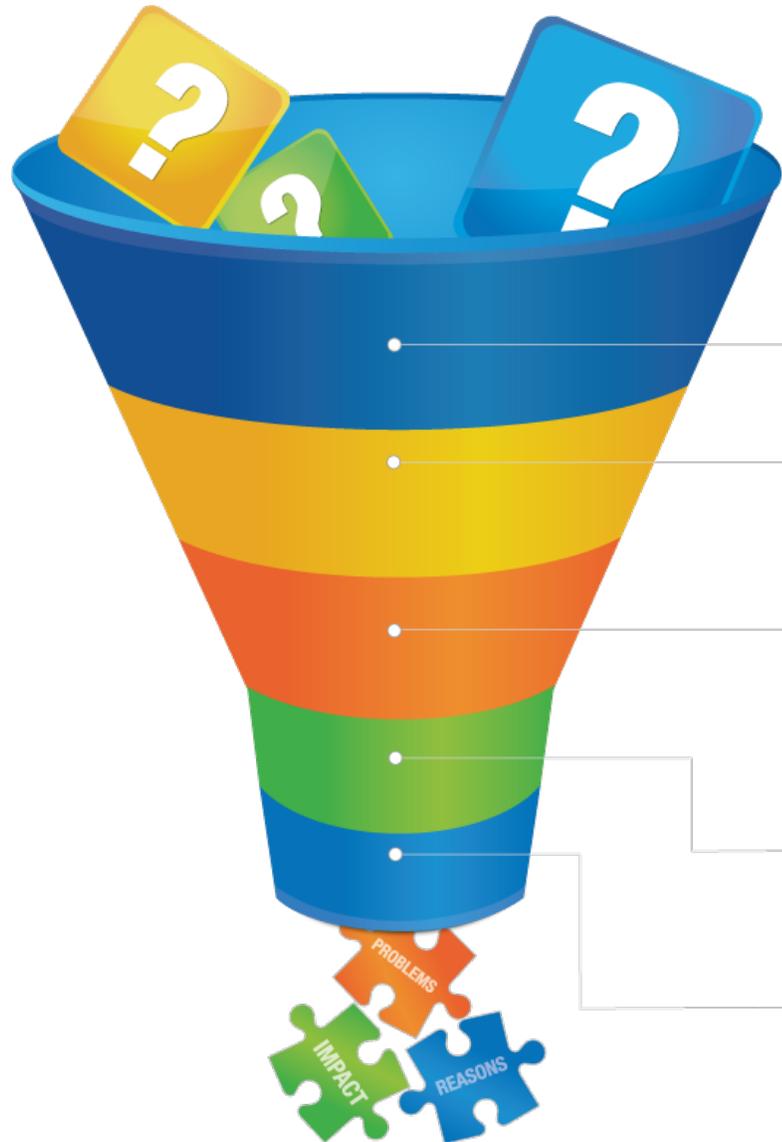
**Reasons and  
Causes of the  
Problem**



**Business and  
Personal Impact  
of the Problem**



# Sandler Pain Funnel<sup>®</sup>



## DETAILS

- Tell me more about that.
- Can you be more specific?
- Give me an example.

## ELAPSED TIME

- How long has that been a problem?

## ACTIONS

- What have you tried to do about that?
- And did that work?

## COSTS

- How much do you think that has cost you?

## FEELINGS

- How do you feel about that?
- Have you given up trying to deal with the problem?



# Pain Discovery Chart for “Performance Race Tire” Product/Service

You will want to ask questions that are designed to get at information tailored to the features and benefits of one (or more) of your products. By doing this, the prospect will focus on the challenges and problems that those features and benefits address.

FEATURE	BENEFIT	PROBLEMS/CHALLENGES/LOSSES ADDRESSED BY BENEFITS	QUESTIONS/STATEMENTS/STORIES TO TEST PROBLEMS AND CONCERNS
Polycarbon Tread on the inner and outer layer of the race car tire.	<p>Hugs track to help prevent hits to the wall.</p> <p>Fewer pit stops.</p> <p>Driver has more control during long/steep turns.</p>	<p>Extensive repairs to the car body.</p> <p>Extensive tire replacement.</p> <p>Too much time in the pit that has caused poor time on the track.</p> <p>Sponsor concerns.</p> <p>Driver Fear.</p>	<p>Often times when I speak to car owners and their drivers about their total car performance – they express their concerns about excessive repairs to the car body as a result of too many hits into the walls. Is this a concern that your team faces?</p> <p>Other times I hear about the level of frustration around spending too much time in the pit – and they are not sure what to try next to improve efficiency. I don’t suppose that this applies in your world?</p> <p>In many cases - the drivers are worried about so much on the track, and somewhat overwhelmed by all of the safety concerns that exist. Is this a problem that your team runs up against?</p> <p>I often hear about tough situations with regard to race team sponsors. Specifically – the sponsor becomes concerned that their logo is not getting enough air time due to their car not ranking in the top tier during televised races. Do you share similar concerns?</p>



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<https://www.mcdonell.sandler.com/download/204185/>



# **SALES TOOLKIT:** **Create Your Own** **Pain Indicator Questions**

# Pain Discovery Chart

Tool 5.1



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**SANDLER**<sup>SM</sup>  
McDonnell Consulting Group



Feature	Benefits	Problems / Challenges / Losses Addressed by Benefits	Questions / Statements / Stories to Test the Prospect's Problems and Concerns

# SKILLS SIMULATION: Practice Using the Pain Funnel



## DETAILS

- Tell me more about that.
- Can you be more specific?
- Give me an example.

## ELAPSED TIME

- How long has that been a problem?

## ACTIONS

- What have you tried to do about that?
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