



CAPELLA UNIVERSITY

Sales Framework Overview

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Performance Objectives

Upon completion, EC will be able to:

- Describe the two components of Capella's consultative sales framework
- Describe two reasons why Open-Ended Questions are superior to Closed-Ended Questions
- Change CEQ's to OEQ's
- Identify the five most common prospect questions/concerns that need to be "fulfilled"

Selling Education is Unique

- Buyer experiences no immediate gratification after purchase
- Buyer must sacrifice time and put forth effort as a result of purchase



What Capella Sells?

- **Opportunity**
- **Possibly a Better Life**

What this requires:

- Dig deep into prospect's needs, goals, motivations, dreams, aspirations, etc. (uncover the "why")
- Use this information to position Capella as a solution

Balancing Two Roles – Counselor vs. Salesperson

Counselor -

“+” Good at asking probing questions, getting people to talk, and uncovering needs and motivations

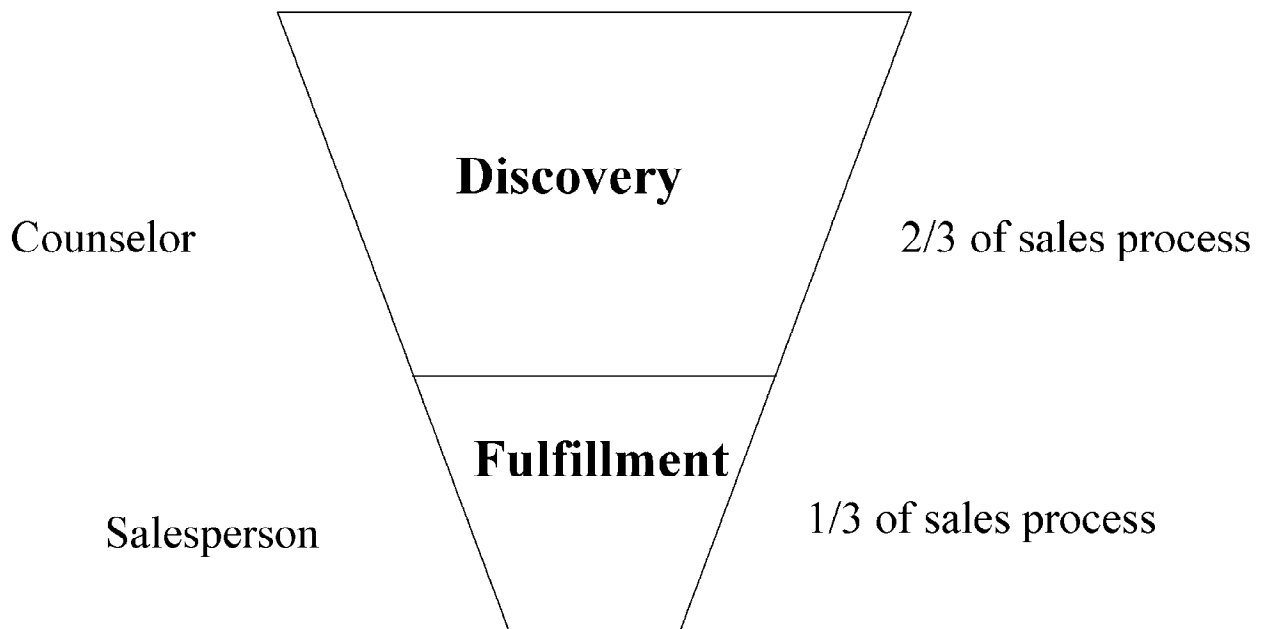
“-” Don’t always use the information that has been uncovered to persuade people into making a decision. Therefore, a counselor can leave many people sitting on the fence

Salesperson -

“+” Good at presenting information in a persuasive way and motivating others to take action

“-” Can come across as pushy and self-seeking. Salespeople tend to talk too much and listen too little

Capella's Consultative Sales Framework



Discovery – Ask The Best Questions

- **“It’s Not What You *Say*, It’s What You *Ask!*”**

Why??? Look at the research.....

- People prefer talking to listening
- People like people that are *interested*
- Buyers have a strong need to feel understood

“It’s more important to a prospect that they feel you understand *their needs* than it is that they understand your product or service.”

Ask The Best Questions???



Open-Ended Questions:

- Questions that cannot be answered with a “yes” or a “no” answer.

“Open-Ended” Vs. “Closed-Ended” Questions

- Open-Ended
 - Gets the prospect talking
 - Demonstrates interest in prospect
 - Makes you appear to be a good listener
 - Gives you *more* and *better* selling information
 - Prospect *feels* understood
 - Builds trust/relationship
 - Helps prospect identify their own “Reason To Buy”
- Closed-Ended
 - Prospect talks less
 - Less valuable selling information obtained
 - Prospect doesn’t feel understood
 - Less of a relationship built
 - Prospect feels interrogated

Open-Ended Questions usually begin with:

Who?	What?	Where?
Why?	When?	How?



Handout & Exercise

Fulfillment –

- The process of taking information gathered through the “discovery process” and strategically using it to position Capella as a solution
- Tie Capella Features and Benefits back to the wants and needs of prospect



Common Prospect Questions/Concerns:

- **Reputation/Creditability** – How is Capella University viewed by employers? Is your school accredited?
- **Online** – How does it work?
- **Program** – Does it match interests and career goals?
- **Time to Completion** – How long?
- **Price** – How much is it? How can I pay for it?

- What are the two main components of Capella's sales framework?
- What is the purpose of each component?
- Describe two reasons why Open-Ended questions are superior to Close-Ended questions.
- Open-Ended questions generally start with one of these words....?
- What are the five most common prospect questions/concerns?

Open-Ended Questions Game

