



**PRO-EXEC**

# **Pre CFS Participant Interview**

## **Participants are invited to discuss issues that promote or hinder their ability to sell**

A vital part of the course:

- Confidential one -on-one interview by phone or face-to-face with each participant
- To explore issues that would otherwise not be aired
- Bring to light issues that may be easily solved
- Raise internal issues that are extraneous to the selling process but can be discussed and solved
- Can introduce positive factors that can be leveraged
- When introduced into the training course issues can be solved collectively and positive factors leveraged to the group

## Objective Questioning

Questions loosely based around:

SWOT analysis- Strengths Weaknesses Opportunities and Threats  
Porter's Five Forces of Competitive Positioning

- What obstacles do you face
- Why do clients buy from you?
- Why do clients not buy from you?
- Why do clients stay?
- Why do clients leave?

The issues are subtly introduced in the one day course and are discussed in open forum  
In order to seek a collective solution.