

A GUIDE TO USING THE SALES PLAYING CARDS

Zero Entropy Networks' playing cards have been designed to give recruitment consultants the upper hand in their sales calls. Each card has a powerful question model, an example and a description as to how it works.

These questions have proven to help sales people create greater levels of engagement, understanding and commitment from their prospects. Each question model helps to create effective question stacks probe further and have meaningful dialogue, rather than transactional sales interactions.



To get the most out of the cards:

- Read the questions that are there as examples. Based upon the model of question, write three more questions that you think could be valuable during your business development sessions. E.g.

A How do you know ...?
♦

A great question to get a client to really think about how certain they are of their own beliefs.

How do you know you are getting the best candidates when you recruit?

How do you know ...? ♦

More questions, inspired by the model:

How do you know when you've met a candidate who will succeed in your team?

How do you know which agencies to call with which role?

How do you know your PSL is finding you the very best people?

- Pick five cards each time you are doing your business development to have in front of you. Practise using those questions so they become the fabric of your sales toolkit.
- There are three powerful types of questions that help us to create change in others. Changes we might wish to influence are – to use our services, interview a candidate, work with us exclusively, listen with intent, change an opinion to reduce an objection. No doubt you can think of more...

The majority of the playing cards fall into one of the three types of question:

Awareness

Necessity

Possibility

A powerful question stack can be created by asking an awareness, then necessity and finally a possibility question:

Aw) What issues do you face when interviewing candidates to assess attitude and behaviour?
(Queen of Diamonds)

Ne) How important is it that candidates perform well and add value to the team?
(Seven of Clubs)

Po) What should a good recruiter, in your opinion, be doing to support this?
(Six of Clubs)

Interspersed between these can be qualifying questions to understand further and to empathise with the prospect or client. This is a powerful technique to increase commitment levels and showcase yourself as a partner of choice for the future.

To help you get the hang of this, split your playing cards into three piles that contain these style of questions:

Awareness		Necessity		Possibility	
Queen 	Jack 	7 	Ace 	6 	10 
9 	7 	9 	2 	3 	4 
7 	6 	King 	Queen 	5 	10 
Jack 	5 	8 	4 	10 	9 
3 	2 	3 	Ace 	8 	6 
King 	Jack 	King 	Queen 	4 	Ace 
8 	2 	King 	8 	Queen 	
Jack 	5 	7 	6 		
4 	2 				
Ace 					

Now, have each pile face up. Ask a question from stack **Aw**, then from **Ne** and then finally from column **Po**. You will need to develop some flexibility to use the model, rather than the question presented on the card as an example. This is taking you questioning skills from level 3 (using the questions on the card) to a level 5 (increasing your conversational influence skills).

- The remaining four cards? These are good statements and questions to increase co-operation and understand more about how your prospect thinks.
- These 52 questions are the gateway to opening up your conversations with everyone you interact with. If you desire to become more influential, the key is to have fluency and understanding of the other person. Despite this being a question deck – those of you who are smart will have recognised that the money is in the listening. Good listening is a highly prized skill. Step one in becoming a good listener is to ask the right questions.