



Tension Management Institute

Research • Development • Outreach • Training • Certification • Support • Community

— Tension Management in Questioning —

Program Briefing

Program Overview —

This program is intended for all professionals involved in influencing prospects, including all sales, technical, support and management team members. It is particularly appropriate for audiences where management notices:

- Meetings with prospects taking longer than necessary.
- Moderate to low levels of prospect engagement during meetings.
- Sluggish advancement through the sales process.
- Prospects reporting a feeling of disconnect between their business needs and objectives and the sales professional's understanding of their situations.

Topics Covered —

This is an in-depth program in the MasterStream® Series. It can be presented as a stand-alone experience. Ideally, the participants would have already attended the "Tension Management in Sales" core program or completed pre-work covering the basics of the MasterStream® Method.

During this program, participants will learn how to:

- Prepare themselves for a successful questioning phase.
- Apply a specific 4-step process whenever they are asking prospects questions.
- Formulate a set of powerful and provocative questions and sequence them appropriately.
- Ask questions in a way that builds productive tension and creates a sense of urgency in the prospect.
- Recognize and eliminate the 12+ common personal behaviors that reduce tension during questioning.
- Apply several specific techniques for support the prospect's increasing tension.
- Prevent non-sales professionals on a call from lowering the prospect's level of productive tension.
- Recognize the optimum level of tension in the prospect to move into a presentation.
- Use a modified questioning process to recap progress to date and rebuild the prospect's tension.
- Harness tension through questions to accelerate the sales process and increase closing rates.

Formats Available —

Tension Management in Questioning is available in a variety of formats. All programs are customized to meet the objectives of the client. Please choose your format based on what you want your audience members to walk away with: Awareness, Understanding or Skill.

A **Keynote** is a 60-90 minute "Awareness Level" program, designed to introduce the audience members to the key concepts of tension management in questioning and get them thinking about how those concepts apply in their questioning efforts. While keynotes are predominantly lectures, this format allows time for the concepts to be presented in an engaging way as well as time for several partner and small group discussions.

A **Half-Day Seminar** is a 3-4 hour “Understanding Level” program, that builds on the material covered in the Keynote format and allows ample time for the participants to practice the skills of formulating solid questions, sequencing and asking the questions, determining the direction of tension flow, supporting an increase in tension and channeling the tension toward an appropriate solution. Half-Day Seminars are a balance between lecture, partner and small group discussions, and exercises.

A **Full-Day Workshop** is a 7-8 hour “Skill Level” program that includes everything covered in the Keynote and Half-Day formats and adds a comprehensive exercise that covers the entire questioning strategy from formulation through delivery – and a thorough debrief of the experience. During a Full-Day Workshop, lecture is minimized and audience experience is maximized through discussions, exercises, role plays, skill demonstrations and application projects.

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