

## Sales Technique - Creating the Need

**Prepared by:**

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**Department:** All 411BPO Departments - Cebu Office

**Start date:**

**End date:** Until Further Notice

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### Available Materials:

- 411BPO Sales Techniques Bank
  - Sales Technique I Creating the Need
    - A. Lesson 1: What is Creating the Need?
      - 1. This sale
    - B. Lesson 2: Why use the Creating the Need technique?
      - 1. Attention - You get the customer's 100% attention.
    - C. Lesson 3: When do you use this technique?
      - 1. Every phone call.
      - 2. dfhzhf
    - D. Lesson 4: How to use Creating the Need?
      - 1. Rgnzx
      - 2. ethseh
    - E. Lesson 5: Verbiages for Creating the Need
      - 1. *"Grab a pen and paper I need to give you some important information".*
      - 2. *"I need you to grab a pen and paper to write down my name, company info, and phone number."*
      - 3. *"Can you g*
    - F. Lesson 6: Audio/Calls
    - G. Lesson 5: Training Video
      - 1. Sales Technique I Creating the Need
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