



Outperform

Training and Coaching

Try-It-First Session - *The Sales Team Development Kit*

Confident sales conversations start with better questions

Welcome!

This short session is a taster taken from Module 4: *Selling with Confidence – Structure, Skills & Style*.

It's designed to give you a feel for the style and structure of the full kit - without needing to prep, perform or overthink it.

You'll find everything you need to run a short, valuable conversation boost in your next sales meeting.

What's Inside

- ✓ One short team activity (15–20 mins)
- ✓ Simple manager notes – you can read these word-for-word or make them your own
- ✓ Printable worksheet and workbook page for each member of your team
- ✓ Practical takeaway to apply straight away

Mini Focus: Asking Better Questions

Salespeople often default to “closed” questions that only get a “yes” or “no.” This session flips that.

You'll explore how to turn closed questions into open ones that spark insight, trust, and real buying signals.

What To Do

1. Print the Closed-to-Open Questions Worksheet and Workbook Page

Your team will work in pairs or small groups to improve common sales questions.

2. Follow the short manager script provided (or just use it as a guide)

It's conversational and relaxed - you don't need to be a “presenter.”

3. Debrief together

Wrap up by asking:

- “Which question would you try in your next call?”
- “What impact might that have?”

4. Optional Bonus: Ask your team to create their own examples and share their favourites.

Why This Works

This simple shift in language boosts confidence and results - fast.

It’s the kind of low-effort, high-impact tactic your team can use right away.

Want More Like This?

This sample is one tiny slice of *The Complete Sales Training Kit* – A ready-to-go programme with:

- ✓ 10 ready-made modules
- ✓ Trainer scripts, workbooks, tools, and follow-up tasks
- ✓ Built-in coaching and reinforcement activities
- ✓ No subscriptions, no overcomplicated platforms

Thanks for trialling this session.

The full kit was built for sales managers like you - who want to develop their teams with clarity, credibility, and zero faff.