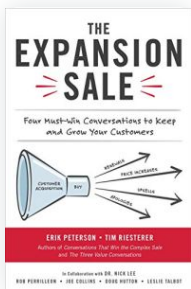


MEETING IN A BOX

The Expansion Sale

Four Must-Win Conversations to Keep and Grow Your Customers

Salespeople often pattern their techniques on the best practices of experts in the field. Erik Peterson and Tim Riesterer, who base their recommendations on behavioral research, suggest that instead, salespeople should rely on “scientific rigor,” by applying the lessons their firm learned from studying thousands of salespeople’s techniques and their ensuing success.



- **Step 1:** Have your team read the getAbstract summary of [The Expansion Sale](#). To access the summary, click on the book cover.
- **Step 2:** Schedule a meeting with your team to discuss the questions below.
- **Step 3:** Have a discussion with your team.

“You can construct a scientifically sound, persuasive message that you’re excited about, but if you don’t deliver it the right way, it loses much of its power.”

Timothy Riesterer and Erik Peterson, *The Expansion Sale*

Discussion Questions

1. Do you have an example of a powerful sales message being ineffective because it was communicated poorly?
2. How can your product or service help customers realize their goals, and how can you use that knowledge to craft a powerful sales message?
3. What are some of the ways you can nurture your customers’ status **quo bias**?
4. If you were to use a **number play**, what three numbers would you share?
5. What would make for a powerful **before-and-after story** with regard to your product?

Additional resources:



JOURNAL ARTICLE
[How to Make Remote Selling Work](#)



CHANNEL
[Sales](#)