Sales Craft Curiosity Based Conversations

What does a “Transactional” Conversation sound like?

- I have inventory and it’s available (fill in the blank)
- The cost of the inventory is $XXXXX
- You hear yourself a lot
- I can email you a contract, simply sign and return
- In the meantime, we will work on a design

Drawbacks of Transactional Relationships

- Short term relationships
- No expectation or measurement understanding
- Suppresses rate growth
- Creates an “Annuity” mindset
- Typically, hideous creative
- It becomes your idea
- It’s a sign sale not a growth strategy

What does a “Curiosity” based conversation sound like?

- You speak very little
- You understand “Why” OOH makes sense for the client/prospect
- “What” is far less important
- You ask questions that are business based
- Now you understand how their potential customer thinks
- The creative is on point
- You understand the economics of their business
- They have ownership in the outcome