

# Presales Intent Training Pack

Learn to understand what buyers mean — not just what they say.

Train this in 10 minutes a day.

## **The 3 Layers of Every Question**

**Literal** — What they said

**Implied** — What they mean

**Risk** — What they care about

## Watch for Trigger Words

Certain words often hide deeper intent:

### 3. Watch for "trigger words"

Certain words almost always hide deeper intent:

Word	Usually means
"Integration"	risk / complexity
"Scale"	fear of failure
"Flexible"	edge cases / exceptions
"User-friendly"	adoption risk
"Security"	liability / audit

Word	Usually Means
Integration	risk / complexity
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## **Practice Worksheet**

### **Does it integrate with SAP?**

Literal answer:

Implied intent:

Better response:

### **Is this flexible?**

Literal answer:

Implied intent:

Better response:

### **Can it handle high volume?**

Literal answer:

Implied intent:

Better response:

### **Is it user-friendly?**

Literal answer:

Implied intent:

Better response:

### **How secure is it?**

Literal answer:

Implied intent:

Better response:

## **Weekly Training Loop**

Capture 5 real questions

Rewrite them

Improve your response

You're not learning answers. You're training how to think.