



## **Are you asking the right questions?**

Hello Jonathan

Your sales results will be directly influenced by the quality of questions you ask.

So how good are your questions?

The subject of "open questions" figures in just about every sales manual ever written and every sales course ever delivered. That's not a coincidence.

To sell effectively you need information. Your prospects hold it. You need to acquire it. If you can conjure up a bank of well crafted open questions, you're in business!

### **Open Questions**

Asking open questions will get your prospect talking, which relaxes them and helps to build genuine rapport in no time. They'll get a sense that you're really interested in them and their needs.

What you get in return is the vital information you need - initially to make an internal judgement on how (or indeed if) you can help your prospect. Secondly you'll be able to match your offering specifically to their needs, the very needs which you beautifully elicited earlier with your fabulous open questions.

### **Listen to their answers**

By the way, listen to their answers! Your sales conversations will flow much more freely if you relax and focus on their answers, not what your next question will be. Listen properly and with good intent - and your next question will just appear naturally.

Here are some ideas for open questions - tailor them accordingly to your specific needs whether you're selling to other businesses or direct to consumers.



## **Examples of Open questions:**

*What's going on for you in your business right now?*

*Currently, what are your biggest challenges?*

*What's going well for you?*

*What's not going well for you at the moment?*

*Which areas are you most concerned about?*

*Where does your business/team need to be in x months/years time?*

*How do you see your business developing?*

*What action have you taken so far to...?*

*What attracts you to this product/service?*

*Where are you in terms of....*

*What's the next stage?*

## **Avoid questions starting with 'Why'...**

...as they can be confrontational - no matter how fluffy and soft you make them sound. When you ask a Why question you are asking for justification of their response. Your client will become defensive and give you an emotive response.

## **It takes practice**

Think of your next selling or networking scenario. Think of crucial information you need to successfully promote your product or service and construct five open questions which will help you get that information

Until next time.

**Leigh**

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