

Asking Questions Part 2

Presented by J.W. Owens



A Perspective 101 Series



Asking Questions Part 2



Asking questions is the most important skill in selling.

We have previously looked at designing questions; whether to make them open or closed. Now we need to think about sequence. Some questions are sensitive. We need to find out about decision making processes, budgets, competitors and a whole load of other issues which the buyer may not wish to reveal. The quality of our questions is therefore very important. Think of a situation where you are trying to open a new account.

What concerns does your potential customer have?

- Are their products/services of good quality?
- Will buying from them make me better off?
- Are they better than my current supplier?
- What are the risks in changing suppliers?
- Do they really understand my business and my needs?

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When I am talking to a potential customer, there is one question I always ask.

It is what I call a 'killer' question.

“When you are looking to take on a new marketing partner, what is really important to you?”

You know what they always reply? Service. So, what does that mean? I study sales behavior.

At this stage, most salespeople respond by going into presentation mode.

“We give a great service. This is what we do...” Blah, blah, blah.

They present information that the customer doesn't find very interesting.

Do you think any salesperson ever said they gave a bad service?

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People have buying criteria. They have needs and wants that need to be satisfied. The answer is to ask more questions.

Think about this sequence of questions: *“When you say service is important, can you be more specific?” “I want someone to come on time”*

This suggests to me that this customer has had a bad experience on the past.

Keep asking questions.

Here is the sequence:

1. Facts
2. Consequences
3. 3. Feelings

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Here are some examples of questions you need to ask:

Facts:

What happened? Tell me about it? What happened next?

Consequences:

What affect did this have on your business? How did it affect your department?
How did it affect you?

Feelings:

How do you feel about that? What we are doing is to take the customer back to a time when they had bad service. We can now tell them what we could have done to make the outcome much better.

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Remember the sequence:

1. Facts
2. Consequences
3. Feelings
4. Solution Asking questions is 3 times more persuasive than presenting information.

Work on your questioning skills and you will sell more.

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This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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