

# 30 OPEN-ENDED QUESTIONS

Presented by J.W. Owens



**A Perspective 101 Series**



# 30 OPEN-ENDED QUESTIONS



Open-ended questions are one of the most important tools for those who sell (as long as you listen).

- They help you gather information, qualify sales opportunities, and establish rapport, trust and credibility.
- If you consider yourself a professional, own (absolutely know) a repertoire of
- powerful open-ended questions...
- questions that are answered by more than a simple yes or no...
- questions where the prospect/ customer gets directly involved in the sales discussion.

# 30 OPEN-ENDED QUESTIONS



## The key here...

- Ask the question and let the prospect/ customer give you **their** answer.
- No leading. No prompting. No interrupting.
- Just in case you've not had the opportunity to put yours down in **writing**, here are some of our favorites.
- You should have several additional questions specific to your industry, but these'll get you more than started.
- Write down the ones you find valuable.
- Memorize them with your team.
- Practice them on your drive in or on the way to your next appointment.
- Print them out. Post them near your phone. Pass them on to your team.

# 30 OPEN-ENDED QUESTIONS



## Information gathering

- What prompted you/ your company to look into this?
- What are your expectations/ requirements for this product/ service?
- What process did you go through to determine your needs?
- How do you see this happening?
- What is it that you'd like to see accomplished?

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## Information gathering

- With whom have you had success in the past?
- With whom have you had difficulties in the past?
- Can you help me understand that a little better?
- What does that mean?
- How does that process work now?

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## Information gathering

- What challenges does that process create?
- What challenges has that created in the past?
- What are the best things about that process?
- What other items should we discuss?

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## Qualifying

- What do you see as the next action steps?
- What is your timeline for implementing/ purchasing this type of service/ product?
- What other data points should we know before moving forward?
- What budget has been established for this?

# 30 OPEN-ENDED QUESTIONS



## Qualifying

- What are your thoughts?
- Who else is involved in this decision?
- What could make this no longer a priority?
- What's changed since we last talked?
- What concerns do you have?



# 30 OPEN-ENDED QUESTIONS



## Establishing rapport, trust & credibility

- How did you get involved in...?
- What kind of challenges are you facing?
- What's the most important priority to you with this? Why?
- What other issues are important to you?
- What would you like to see improved?
- How do you measure that?

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Establishing rapport, trust & credibility

- What would you like to see improved?
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This is a series of Training for your  
Management, Sales & Office TEAM

## Good Selling !



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## Open Ended Questions

Purpose: To encourage participation, gain new information, clarify meaning, and increase understanding.



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