

10 Things That GREAT Questions Do



A FREE Resource From
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Why Should We Ask Great Questions In Sales?

At a basic level, we're looking for information.

And yes, at a higher level, we're trying to find "the pain" but;

There's so much more that a great question does for us (and the recipient too).

So here are 10 things (In no particular order) that great questions do!

10 Things That Great Questions Do

- 1) A great question can draw someone inward and . . . cause them to reflect, consider and even do so subconsciously through (get this) the awareness your question has created.
- 2) Great questioning allows you to take control of a situation . . . without being controlling! By the way, there's a huge difference between the two.
- 3) Great questions create higher quality communication. Higher quality communication fosters superior relationships. Want superior relationships? Start by asking a better question!
- 4) Great questions lead the recipient on a path of self discovery. You could tell someone something and perhaps they'll consider it. If they discover it . . . **THEY** own it! Self discovery helps to make your dialogue objection resistant. I talk all about it in this [FREE Audio Sales Lesson](#). You're welcome!
- 5) Great questions create high levels of rapport. Perhaps Voltaire was spot on when he said "Dude, that was a righteous question" or even infinitely more spot on when he said "Judge of a man not by his answers, but by his questions" What do your questions say about you?

6) A great question changes the lens by which a person sees their world. **Note:** That's some pretty deep sh*t right there . . . I'm not going to lie!

7) A great question, asked of the wrong person, is just as ineffective as a poor question asked of the right person. We were taught, early on in sales, to go to the highest level of decision maker. What if we ask a brilliant question of this high level individual, but they are several layers removed from feeling the impact?

8) A great question, at the front end of a response can offer the clarity needed for you to offer a meaningful response. It will also buy you time to craft your response. **Note:** You might want to think about that next time you get an objection.

9) Great questions focus not only on discovering “the pain”, they focus on discovering the opportunities your client/prospect desires! By the way . . . stop limiting yourself by focusing only on “pain”. Sometimes there isn't any!

10) A great question can move someone off the fence of indifference by igniting emotional buy in!

Are Your Questions GREAT?

Perhaps you should come join us for our

[12 Ways To Safeguard Your Deal](#) webinar on May 18th?

[Click HERE](#) for details and to reserve your spot.

