“Transform your sales approach with our unique training, focusing on open-ended questions to boost engagement and close deals effectively

Introduction: Unleashing the Joy of Selling

How can we empower our sales team to embrace the joy of selling? Transforming the sales process into an enjoyable experience starts with cultivating the art of asking open-ended questions.

One effective exercise that we can implement in our training sessions is the “What’s in my Pocket?” activity, introduced to me by Stephen Pead, a cherished colleague and friend at NRS Media.

Understanding Open vs. Closed Questions

Before diving into the exercise, it is crucial to ensure clarity on what differentiates an open question from a closed one. Open questions are invitations for expansive conversations, whereas closed questions typically prompt a short “yes” or “no” response.

The “What’s in My Pocket?” Exercise

In this engaging exercise, the trainer conceals an unconventional object in their pocket, steering clear of predictable items such as keys or a handkerchief. Instead, opt for something slightly more unexpected, like a wedding ring or a bottle top. The goal is to encourage curiosity and thoughtful questioning.

Closed Questions: A Limited Approach

Starting with closed questions, instruct the team to pose ten inquiries, to which you can only respond with “yes” or “no”. Experience shows that this method rarely leads to the correct answer.

Open Questions: Unleashing Potential

Transitioning to the second part of the exercise, invite the participants to ask ten open-ended questions. These inquiries encourage elaboration and provide the salespeople with a greater context, increasing the likelihood of them deducing the hidden object correctly within just a few attempts.

Examples and Impact

For instance, a closed question might be, “Is the object in your pocket something commonly used?”

This query restricts the trainer to a brief and limited response. Conversely, an open-ended question such as, “How does the object in your pocket serve its purpose?” invites a detailed answer, providing valuable insights and leading to a more fruitful discussion.

Embracing Vulnerability and Leadership

The power of open-ended questions cannot be overstated. They have the potential to transform conversations, uncovering needs and desires that might otherwise remain hidden. However, it’s not uncommon for individuals to hesitate, fearing that their questions might expose vulnerability or uncertainty.

Training for Success

Herein lies the challenge and the opportunity for sales professionals: to embrace the role of a thoughtful leader, adept in the art of inquiry. By modelling this behaviour and investing time in training, we can instil confidence in our team and ensure they understand that not every client interaction will result in an immediate sale.

Conclusion: Building Meaningful Connections

Initiating meaningful conversations and establishing rapport are critical steps in aligning with potential customers. This skill set, which hinges on distinguishing between open and closed questions, is a prerequisite that our sales team should master well before engaging with

clients.

By fostering an environment that values and encourages open-ended questioning, we pave the way for more meaningful interactions, ultimately enhancing the sales experience for both our team and our customers.

Mike (Make your questions be open ones) Brunel

PLUS, whenever you are ready…here are four ways I can help you grow YOUR business.

1. Join my free Facebook group – *Sales Mindset Inner Circle*

My favourite thing to do is show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? Make an appointment, and let me take you through the past, present, and future templates.

3. Work with me one-on-one

If you want to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as $250 a month. If you're interested then email mike@mikebrunel.com and put 'Virtual Selling' in the subject line…tell me a little about your business and I'll get you all the details.

4. Finally, grab my *new* digital book on 'How to get a predictable sales system into your business without coming across as salesy'

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Cheers

Mike