



Keep your clients talking

The Right Questions

Over the last two weeks, the theme of my blogs has been questioned. The ones we ask [ourselves](#) and the ones we ask others.

Many people struggle with sales because they think selling means using the tricks and techniques that slick salespeople use.

However, we make little progress until we figure out what the client is thinking.

This was certainly true in my business. Once we stopped selling our stuff upfront, things got a lot easier. We had to work hard to construct the right questions to ask, but the process flowed after that.

Keep 'Em Talking

If you want to discuss with someone about a service you offer or a product you sell, isn't it

better to ask questions that keep the exchange flowing? Wouldn't you agree?

Questions change the progression of a sale. They move it forward to a conclusion. One of my mentors, Brian Duffy, used to drum it into me repeatedly. "If the client is talking, the sale is moving forward," he'd say. "If you don't shut up, it isn't!"

How do you ask the right questions?

In my [book](#), I explain the difference between "Can I help you" and "Open them up for a discussion" questions. Some people refer to them as closed-ended and open-ended questions. By analysing the distinction, you will see why you might lose clients.

"Can I Help You" or Closed-Ended Questions

Definition: If you can answer a question with only a "yes" or "no" response, you are answering a close-ended type of question. Examples of close-ended questions are:

- Can I help you?
- Is that your final answer?
- Should I call her and sort things out?
- Can I help you with that?
- Would you like to go to the movies tonight?
- Is science your favourite subject?
- Are you interested?
- Are you happy with your purchase options?
- Are you just looking?
- Hi.
- Just let me know if you need anything.

Unfortunately, these questions often shut down the conversation. There are exceptions, but closed-ended questions don't allow you to uncover your customer's concerns.

In my next blog, I will talk about Open-ended questions designed to open up the conversation. and allow you to find out your client's problems much faster.



Have a great week, and talk soon.

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

1. [Join my free Facebook group](#)

My favourite thing is to 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, 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.