

Keep your clients talking

The Right Questions

Over the last two weeks, the theme of my blogs has been questions. The ones we ask ourselves and the one we ask others.

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

Until we figure out what the client is thinking, however, we make little progress.

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

Keep ’Em Talking

If you want to have a discussion with someone about a service that 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 over and over again. "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 what I call "Can I help you" questions 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 be losing clients.

"Can I Help You" or Closed-Ended Questions

Definition: If you can answer a question with only a "yes" or "no" response, then 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 in general, closed-ended questions don't allow you to uncover your customer's concerns.

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



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. His products and services are now sold in 23 countries and in 11 languages generating $350 million annually in sales for his clients. Mike sold the company in 2015 and now spends his time following his passions which include rugby, travel. His promise: “I can find thousands of dollars in your business within minutes – GUARANTEED” TRY ME OUT!