The Salesperson’s Checklist: Honing Your Questioning Skills

Over the last few weeks, we have been talking about all sorts of questions. Sales Questions, personal questions, goal-setting questions, open questions,

In the dynamic world of sales, the ability to ask the right questions is a game-changer.

As promised from last week’s blog, here’s a practical checklist I compiled from these articles to help you think about having effective conversations and better results.

1. Prepare Your Mindset

Understand the value of questions in building relationships.
Shift focus from selling to learning about the client’s needs.
2. Research Your Client

Gather background information about the client and their business.
Identify potential challenges they might be facing.
3. Develop Open-Ended Questions

Create questions that cannot be answered with a simple yes or no.
Ensure your questions are relevant to the client’s context.
4. Practice Active Listening

Focus fully on the client’s responses.
Avoid planning your next question while listening.
Show that you are listening through nods and affirmations.
5. Follow-Up Questions Are Key

Develop follow-up questions based on the client’s responses.
Dig deeper to uncover underlying needs or challenges.
6. Balance the Conversation

Ensure that the client does more talking than you.

Guide the conversation without dominating it.
7. Read Non-Verbal Cues

Pay attention to the client's body language and tone.
Adjust your approach based on these cues.
8. Reflect and Learn from Each Interaction

After each meeting, review what went well and what didn't.
Continuously refine your questions based on past experiences.
9. Practice, Practice, Practice

Regularly role-play sales scenarios with colleagues.
Seek feedback on your questioning technique.
10. Stay Curious and Empathetic

Maintain genuine curiosity about your clients' needs.
Cultivate empathy to connect with clients on a deeper level.
This checklist is designed to be a living document for sales professionals.

Regularly revisiting and updating your approach to questioning can lead to more meaningful client interactions and successful outcomes. Remember, the right question at the right time can make all the difference.

Good selling this week.

Mike

PLUS, whenever you are ready…here are 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? it. Please make an appointment, and let me take you through the past, present, and future templates.

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