

**Champions
keep
playing
until they
get it right-
BILLIE
JEAN KING**

@mikebrunel.com

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[In our blog last week](#), we talked about keeping the client talking and asking questions that opened up a conversation.

Are you Asking Open-Ended Questions?

One way to do this is to ask open-ended questions. What are open-ended questions?

Definition: Open-ended questions are ones that require more than one-word answers. The answers could come in a list, a few sentences, a clarification, or more information about a need.

Asking questions that require more than a Yes or No Answer. Here are some open-ended questions: Ask these this way and see what happens.

Q: What do you expect from your salesperson?

Q: When they answer, ask them to be more specific. Q: Or ask this question.

Q: If you could describe what you wanted, how would you do that?

Q: How did you go about purchasing your last product like this one?

Q: What is the matter with the current product you have?

Q: Can you tell me what you are specifically looking for?

Q: Do you like red, pink, or blue in that product?

Q: Would you like it delivered to you on Monday or Thursday?

Q: Why do you like that pink colour?

Every question here requires more than a No or a Yes. This is why open-ended questions require lengthier responses than close-ended questions. They also allow you to move away from a simple price negotiation.

If you can train yourself to ask more questions and your client is talking, it gives you time to look for clues. Clues are problems; problems require a solution.

Next week we look at some great advice on practice.

Have a great week selling your stuff.

Mike



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? Please 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.