

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 the form of 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 examples of 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: Are you able to 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



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!